

ALBERTA

1905

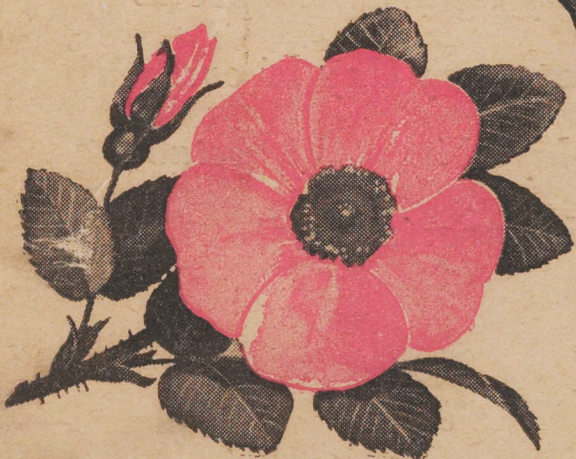
... 60th Anniversary Edition ...

1965

SECTION ONE

SATURDAY, SEPTEMBER 4, 1965

PAGES 1-24



The Lethbridge Herald



Message From Premier

60th Anniversary



In observing the sixtieth anniversary of the province of Alberta, we are paying tribute to the people of this province, past and present, whose contributions have made it what it is today.

While the marking of any special year, or period within the year, as a time of special observance is symbolic, it is fitting that such occasions should help today's citizens remember those who have gone before, and the efforts and sacrifices made by them to help build our province to its present position.

People of all nationalities, of many creeds, and of many origins, have all shared in shaping the destinies of Alberta. These people have altered what were once inviolable concepts; have sought and obtained social inter-dependence; have fostered the growth of opportunity among themselves and their children; and have, above all, proven that people of resource and courage are capable of achieving those objectives that are right and just.

While the Province of Alberta has not formally signified its special observance of its 60th birthday, it recognizes that every day of every year is truly a birthday of some event that has played its part in establishing the stature and success of the people of this province.

Ernest C. Manning

Premier

*“I see the determination
of a new province. I see
everywhere the calm
resolution, courage and
enthusiasm to face all
difficulties, to settle all
the problems which
belong to a new province.”*

*Sir Wilfrid Laurier
Alberta inauguration address,
September 1, 1905*

How prophetic Sir Wilfred Laurier's thoughts have proven to be! Alberta's modern cities and towns, large industries, rich farmlands and wide highways are living monuments to the determination, resolution, courage and enthusiasm of those who built this province.

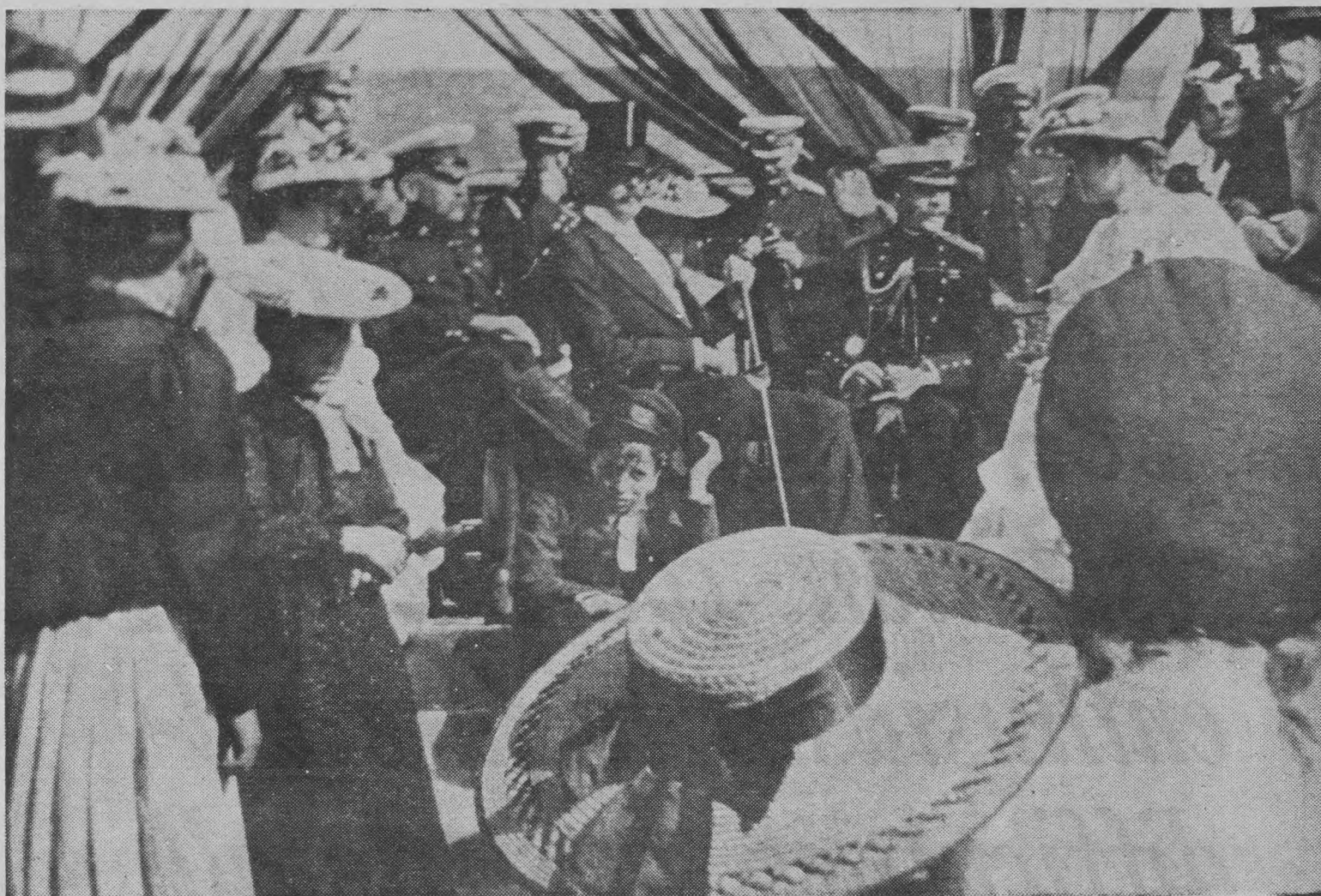
Yesterday, Alberta was a frontier area—today an agricultural and industrial empire with an exciting future, bright with promise. The growth of this province is greater now than at any time in the prosperous past.

Everywhere we see new industries rising, established industries expanding, giant projects in the undertaking, and each day new evidence that Alberta's vast potential has scarcely been tapped. Everything in this province points to an exciting future, a future which calls for the same spirit of determination and resolution Sir Wilfrid Laurier saw on that September day, sixty years ago.

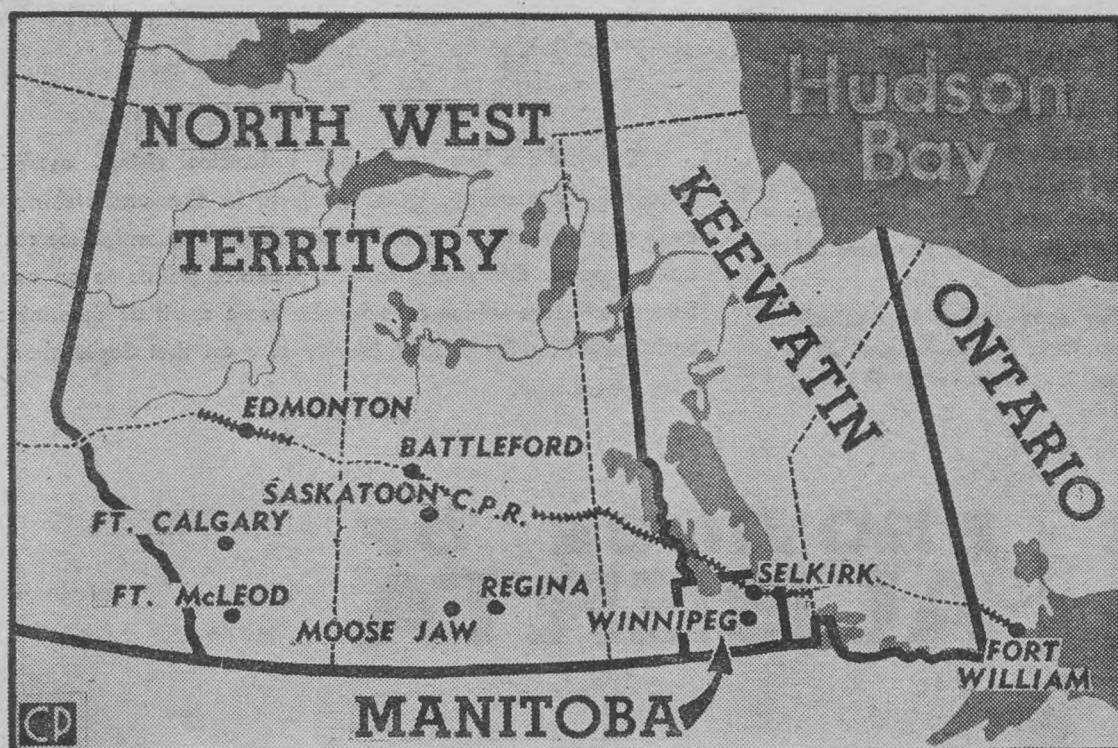


**PROVINCE OF
ALBERTA**

Alberta Designated A Province In 1905



Alberta inauguration — Earl Grey, (wearing top hat) governor-general of Canada from 1904 to 1911, is shown at the inauguration of the province of Alberta Sept. 1, 1905, in this historic photo from the collection of the late Ernest Brown of Edmonton. At right on platform and wearing white bonnet is mother of Gladys Reeves, apprentice and secretary to Mr. Brown for 15 years. Copyrights for the more than 70,000 photos and negatives in the collection were willed to Miss Reeves who is labelling and filing them for use in the Alberta government archives.



THE OLD WEST — This map, sketched from a Canadian government map issued in 1877, shows the divisions of the West before Alberta and Saskatchewan entered the Confederation 60 years ago. Dotted lines mark the present boundaries of the Prairie provinces. In 1877 all of Alberta and Saskatchewan lay within the North West Territory. Most of what now is Manitoba, once known as the "postage stamp" because of its small size and rectangular shape, was in the district of Keewatin. It was enlarged to its present size in 1912. Planned route of the Canadian Pacific Railway, not finished to the coast until 1885, is traced from Fort William to the Rockies. The solid line shows finished sections and the broken line those parts either proposed or projected. Western Canada now is covered with a network of rail-lines and the CPR main line is much further South.



CITY HALL — LETHBRIDGE

ALBERTA'S DIAMOND JUBILEE 1905 - 1965



In comparison to thousands of years of existence of nations throughout the civilized world, sixty years is a mere drop in the bucket. Alberta as a Province observing its Diamond Jubilee is indeed very young, even in the eyes of the older settled parts of Canada. Nevertheless, the tremendous strides it has made along with the hustle and bustle of an ever increasing expansion on all sides, is a far cry from that day in 1905 when the headlines proclaimed Alberta's birth as one of the newest provinces in Canada.

By 1905 Lethbridge was well established as a growing community and was in the process of receiving official recognition as a city. The pioneers were on the move opening up new farming areas and developing new towns. Those hardy people, the first citizens of Alberta, with vision and confidence foresaw a great future for this part of Canada. Even so, it is doubtful if they could foresee that in a sixty-year period the few thousands of people who saw the birth of the Province would expand into a population of over 1½ million in such a short time. With world population now growing at the rate of 60 million per year and with the tremendous scientific progress taking place in all manner of living, Alberta is destined to play an even greater role in Canada's economy and it would not be too difficult to forecast that by the time Alberta celebrates its centennial the present population will have tripled or quadrupled. This presents a tremendous challenge to each of us now living in Alberta and, coming right back to our own doorstep, Lethbridge is no exception.

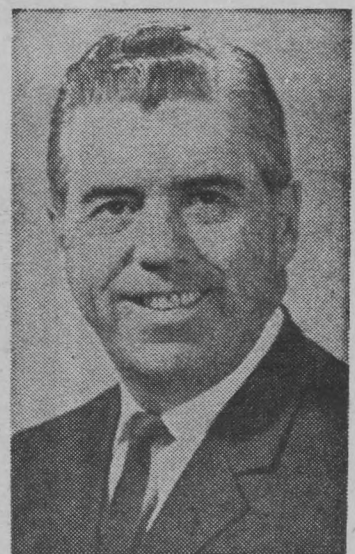
In paying tribute to our Province and to the hardy pioneers who first located in Alberta, we would do well to stop and consider the tremendous job that lies ahead. The opportunities in Alberta are endless. We can be proud of our past and look forward to the future with optimism and anticipation.

Hats off to Alberta in its Diamond Jubilee year!

Frank Sherring

MAYOR

CITY of LETHBRIDGE



City Council

Ald. A. C. Anderson
Ald. Sven Ericksen
Ald. S. M. Fengstad
Ald. W. S. Russell
Ald. George Watson
Ald. D. G. Wilson

Edmonton Legislative Building, Executive Council

GOVERNMENT OF ALBERTA IN 1965



HON. E. C. MANNING
... Premier



HON. A. O. AALBORG
... Provincial Treasurer



HON. G. E. TAYLOR
... Highways



HON. A. R. PATRICK
... Industry, Minerals



HON. A. J. HOOKE
... Municipal Affairs



HON. F. C. COLBORNE
... Public Works



HON. H. E. STROM
... Agriculture



HON. J. D. ROSS
... Health



HON. R. H. MCKINNON
... Education



HON. R. REIERSON
... Labor, Telephones



HON. A. HOLOWACH
... Provincial Secretary



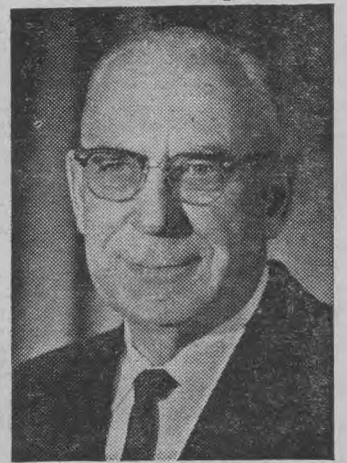
HON. H. A. RUSTE
... Lands, Forests



HON. L. C. HALMRAST
... Welfare



HON. MRS. E. S. WILSON
... Without Portfolio



HON. I. McLAUGHLIN
... Without Portfolio

1925 - **40 YEARS** - 1965

The . . . **Garden Hotel**

3rd AVENUE SOUTH — OPPOSITE GALT GARDENS

Is Still A Friendly Spot!



The "Garden" was founded by Old Timers who knew and appreciated the west's tradition of hospitality and even though many years have passed and changes made you'll find that the same friendly, neighborly atmosphere still prevails. The Garden is a friendly spot!

WHEN IN LETHBRIDGE . . . IT'S THE GARDEN HOTEL

- 39 Newly renovated rooms.
- Commercial rates
- Weekly rates
- All rooms with telephones.
- Family rooms
- Private baths
- Room with TV

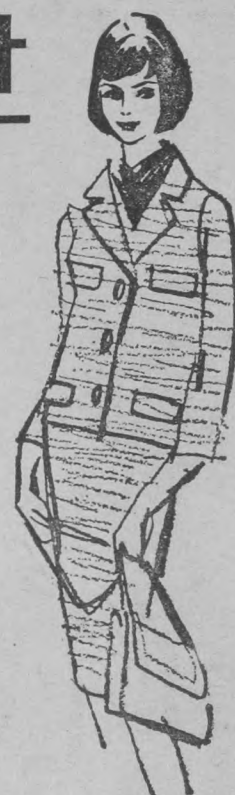
MANAGED BY MR. "SOFRON" DEMCHUK

Tracy's
SMART
APPAREL

. . . Always

Fashion **First**

For over 10 years Tracy's Smart Apparel in Lethbridge has been known for always being "First In Fashion." Our buyers are first in "The Know" when new fashions come out. We shop the collections for the very finest, newest and most beautiful styles in dresses, coats and suits. Our sportswear too, is up to the minute and our lingerie elegant.



Walk down the aisle in Elegant Fashion — visit Tracy's

"GOLD ROOM"

Choose your bridal apparel from our wide and wonderful selection . . . A complete array for bridesmaids and attendants too!

WHY NOT OPEN A
CONVENIENT

TRACY'S

CREDIT ACCOUNT

Tracy's
SMART
APPAREL

307 5th ST. S.

LETHBRIDGE

ACROSS THE WEST IT'S

INLAND CEMENT

Wherever there's construction in Western Canada - there's Inland Cement

Inland Cement has always placed emphasis on maintaining the highest standards of product—quality and service. Inland's engineers and technical information service provide Western Canada's construction industry with the most up-to-date information on all as-

pects of cement and concrete. With the opening of the company's Manitoba plant at Winnipeg, Inland Cement will have three modern plants to serve the construction industry from the Lakehead in Western Ontario to Central British Columbia.



INLAND CEMENT COMPANY LIMITED

EDMONTON • CALGARY • REGINA • SASKATOON • WINNIPEG • BRANDON

FOR CONCRETE IDEAS

Ox Carts First - Then Railways

Opening Of Canadian West - Into Alberta



Ox Carts Headed In Towards Lethbridge In 1886



Plans at first called for the railway to turn towards the north only at Dunmore Junction near Medicine Hat. Coal for the old steam engines was to be moved down the Oldman River by barge and river boat. Three boats were actually constructed, but the shifting sand bars and the unpredictable water levels led to the abandonment of the boating idea. The railway then pushed on westward to Lethbridge out of Medicine Hat. At first it was a narrow gauge railway. It was called the turkey trail because of the way the routing zig-zagged back and forth following the contours of the land.



How can you calculate the value of a telephone. To AGT your telephone represents an investment of \$725.00. This is the cost of wiring, cables, switches, relays, microwave facilities and all the electronic devices needed to provide you with the finest telephone service in North America.

How much is your telephone service worth to you? What value can you place on the convenience, the dependability, the peace-of-mind a telephone provides? Think of what a telephone means to you. No other instrument can give so much help, in so many ways—at so little cost!

 **AGT ALBERTA GOVERNMENT TELEPHONES**

Grassy Lake . . .

“Located In The Heart Of Alberta’s Irrigation!”

Looks back with pride and admiration on the growth and development made by Alberta over the last 60 years. We are pleased to have played a part in the development of Alberta. Canada’s fastest growing province!

As we approach the dawn of a new era we look forward to sharing in the continued expansion and development of our province.

We’re Mighty Proud of Our . . .

NEW SCHOOL ADDITION consisting of a big gymnasium, 3 classrooms, library and staff rooms. This year we will employ 11 teachers and conduct 11 or 12 separate classes.

CHURCHES — United, Roman Catholic, Anglican and recently completed Latter Day Saints.

LODGES — Women’s Organizations, Masonic, Order of the Eastern Star, LDS Relief Society, Women’s Auxiliary to the Anglican Church, United Church Women and Catholic Women’s League.

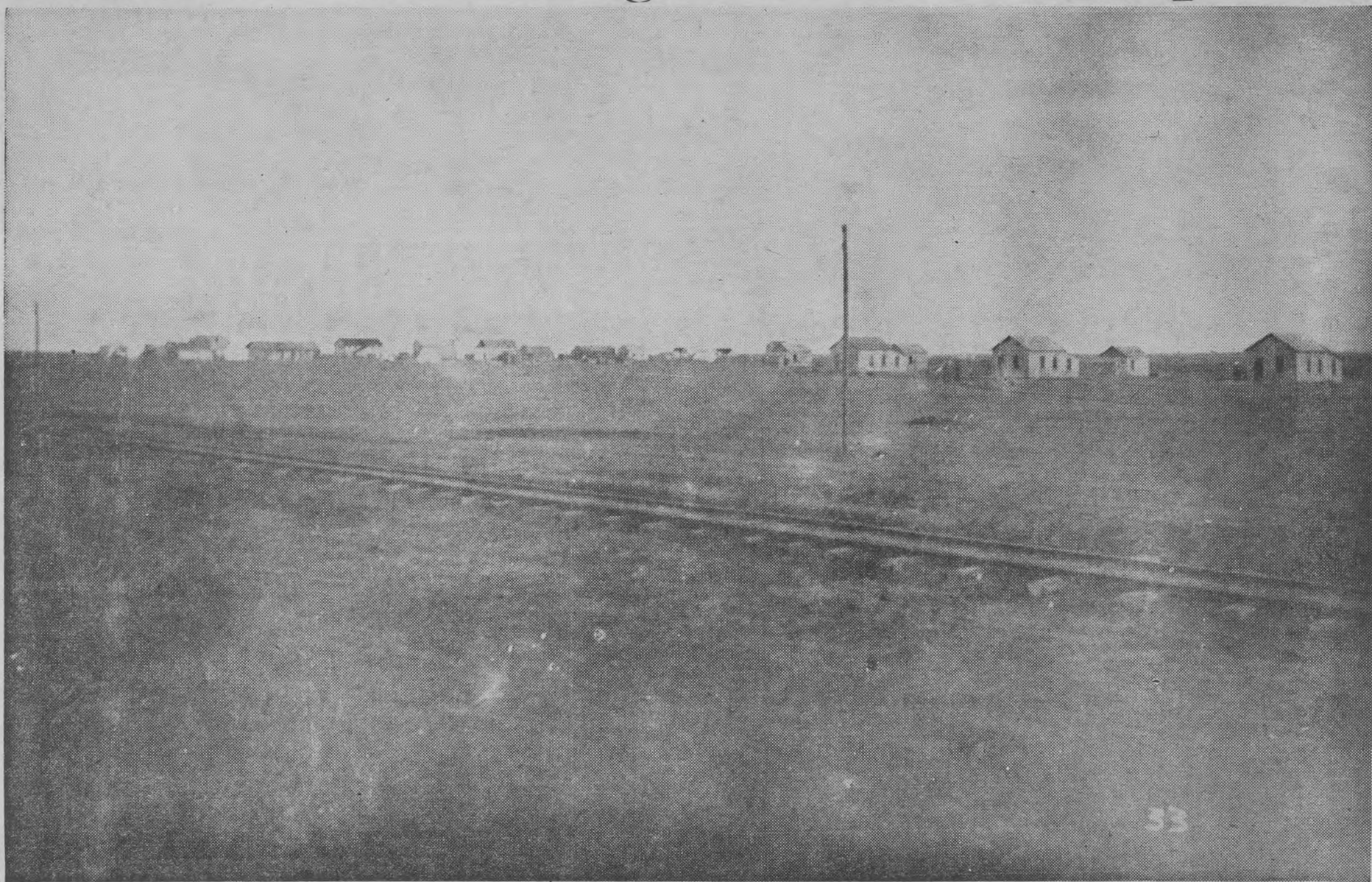
DEPT. OF WATER RESOURCES YARD — Employing approximately 40 men who build and maintain the bridges and canals that play such an important part in irrigation in Alberta.

NEW WATER SYSTEM AND SIDEWALKS — Water system installed 4 years ago. Sidewalks 2 years ago. All add to the beauty of the town making it a more desirable place in which to live.

VILLAGE OF GRASSY LAKE

ON HARD SURFACED HIGHWAY--MIDWAY BETWEEN LETHBRIDGE AND MEDICINE HAT

Need For Coal Brought South Development

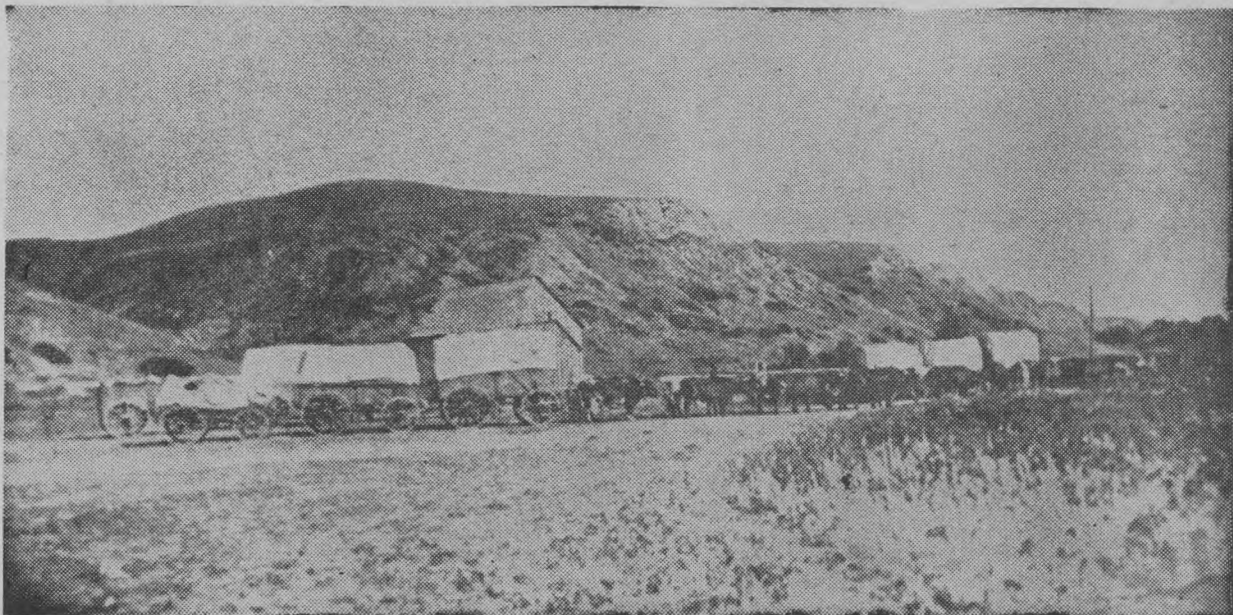


Lethbridge, N.W.T. 1885 Taken From Near East Approach Present High Level Bridge



Coal cars were drawn out of the mine by horses to the foot of the incline railway situated along the Oldman River valley just south of Lethbridge. Photo at left shows the mine entrance in 1885.

Before the railway, and to outlying areas after the arrival of the railway, coal and supplies was freighted overland by bull teams. A complete team was supposed to contain eight yoke of oxen. At the arrival of the railroad, coal and supplies were as many as 10 yoke. Three wagons were allotted to each team and 1,000 pounds of freight per animal was considered proper. Many wagons, however, contained 5,000 pounds of coal as a fair load. Photo shows coal loaded at Lethbridge ready for movement to Fort Macleod. Supplies for the new territory arrived in a similar manner. Shipped first by riverboat up the Missouri River to Fort Benton, Montana, the cargo was then moved by bull teams to Lethbridge, Fort Macleod, Fort Walsh and Calgary.



YIPPEE-E-E!



● Downtown ● 7th Street Shopping Mall ● North Lethbridge

Is Mighty Proud...

To Have Played A Part In The Development Of Alberta

During The Past 38 Years . . .

It was back in '27 when Hoyt's first opened for business . . . It was then, when Grandpa and his friends decided to give Hoyt's a try, just to get us going. We've been going strong ever since and we've been grateful ever since too . . . because it's only because of everyone's support that we've been able to develop right along with our progressive province.

Thank You All . . . and Congratulations to all Alberta residents on this memorable occasion.



REMEMBER!
*You Always
Do Better At Hoyt's*

3

MODERN STORES

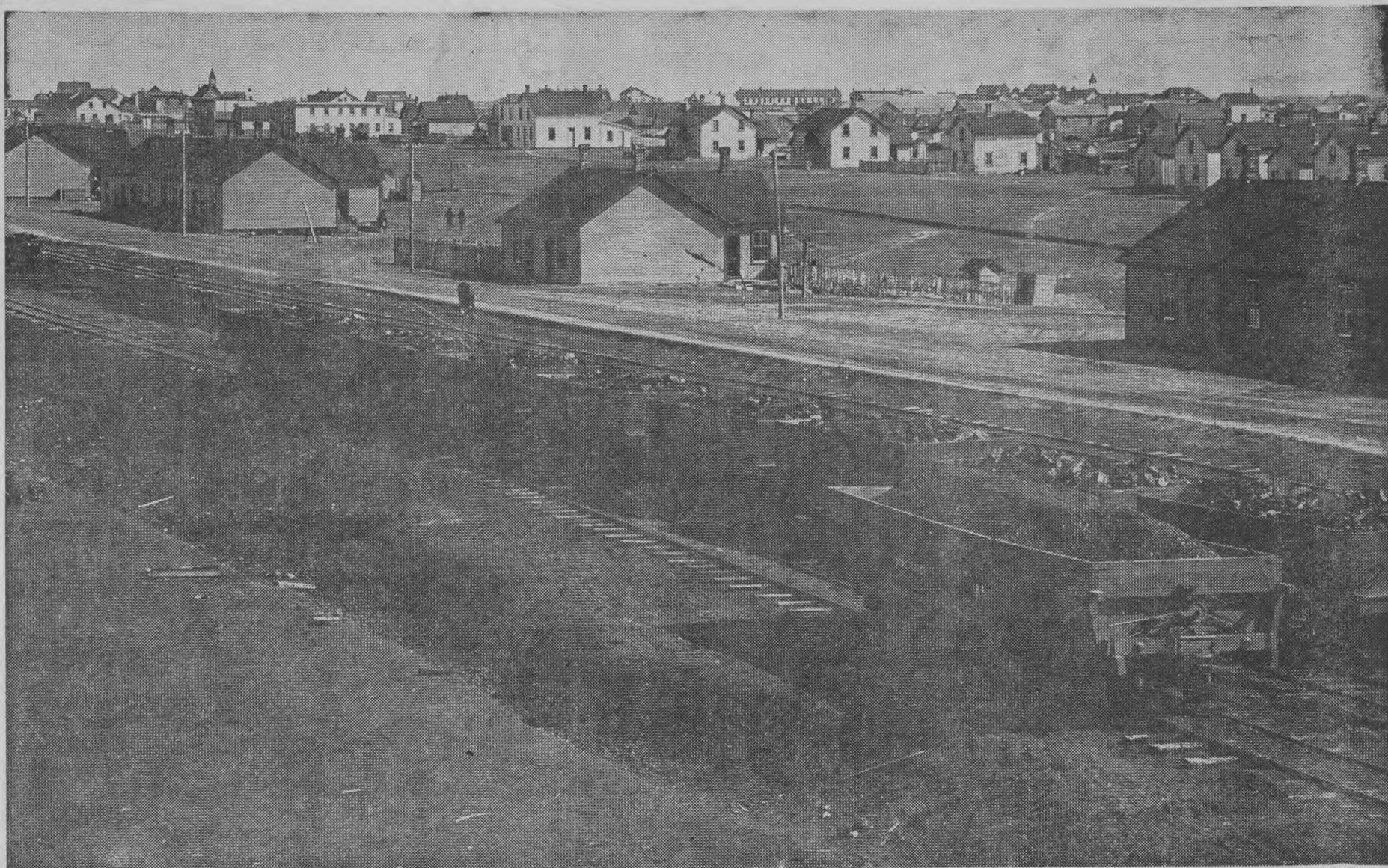
- Downtown—
606-608 3rd Ave. S.
- 7th Street Shopping Mall
- North Lethbridge—
324 13th St. N.

- CHINA AND GIFTS ● HOUSEWARES
- PAINT AND ACCESSORIES ● SPORTING
- GOODS ● TOYS ● TOOLS (HAND AND
- POWER) ● BUILDERS' HARDWARE . . .
- ELECTRICAL WIRING AND DEVICES . . .
- GARDEN MATERIALS ● PLUMBING SUPPLIES
- MAJOR APPLIANCES ● FURNITURE

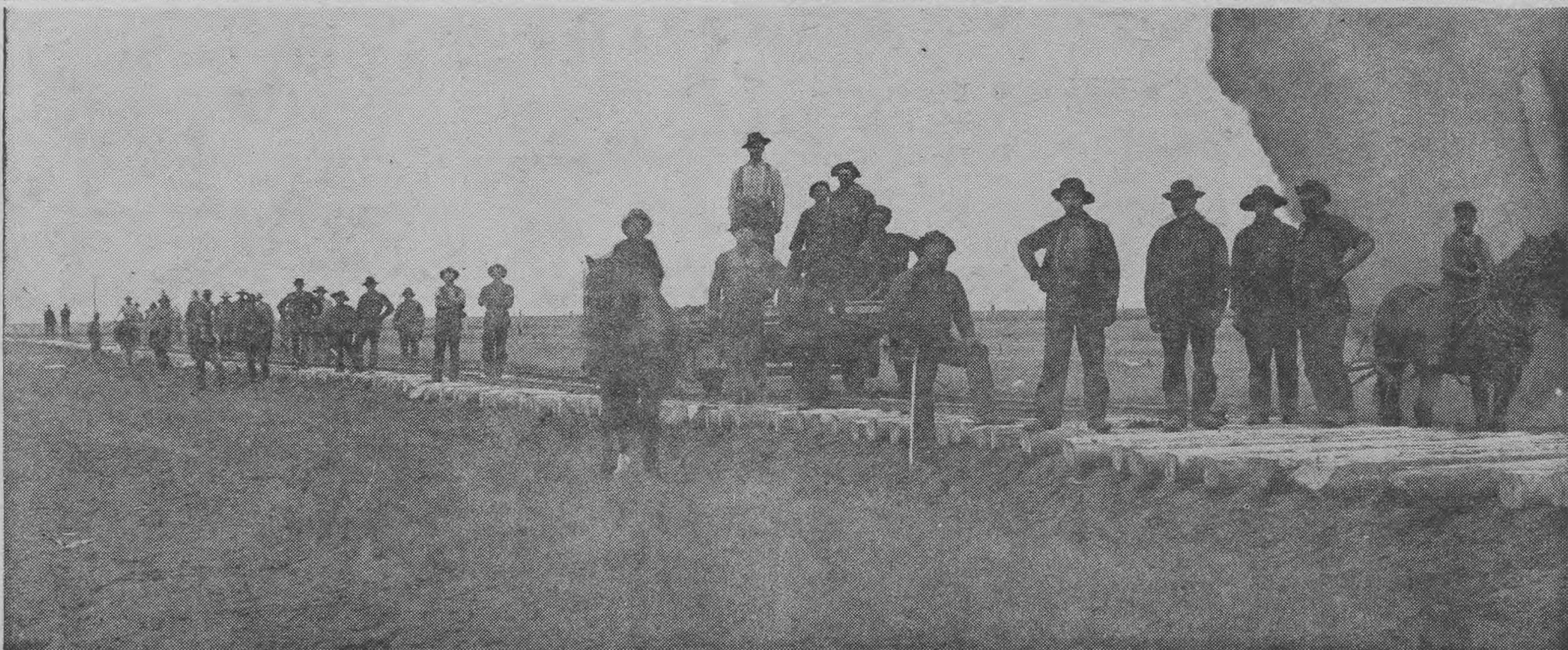
Now, make all of your purchases the new modern way . . . easily and quickly with a Hoyt—

CHARGE-A- PLATE CREDIT CARD

Lets you shop and charge at any of our 3 stores — easy to open, economical and flexible . . . Just phone Hoyt's Downtown 327-5767 or North - Lethbridge 328-4441.



Bank Head (Lethbridge) N.W.T., 1890 With Coal Cars Ready For Shipping East



Construction Of Great Falls And Canada Railway Oct. 1, 1890

We've Grown

Year by Year with South Alberta

We have a fully equipped shop manned by craftsmen to give you prompt, efficient service — and at surprisingly moderate cost.

Whether It's . . .

- STRUCTURAL STEEL FABRICATION
- GENERAL REPAIRS
- CUSTOM BUILT EQUIPMENT

Come in and talk your fabricating and steel problems with us, we will be most pleased to advise and assist you in your plans.

We Salute Alberta On Its
DIAMOND JUBILEE

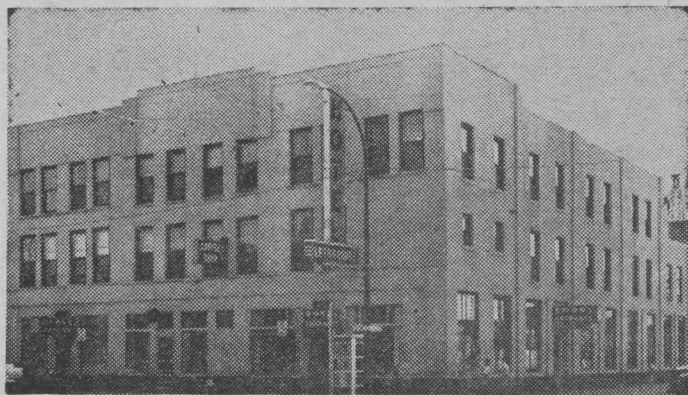
**WESTERN METAL
FABRICATORS (1962) LTD.**

2nd Avenue South

Lethbridge

1885 - 1965

For 80 Years



Lethbridge's Pioneer Hotel

has faithfully served the travelling public

WHEN hitching racks in Lethbridge solved the parking problem. When sidewalks were made of planks—when water came in barrels instead of pipes The Lethbridge Hotel then known as the Lethbridge House was providing restful lodging to dusty, saddle-weary travellers.

TODAY The Lethbridge is fully modernized . . . and provides the best of accommodations in a friendly atmosphere in the Western spirit of hospitality.

It is with great pride that we look back over the years knowing it has been our privilege to contribute some part toward the growth of Alberta.

LETHBRIDGE HOTEL

Corner 5th St. and 2nd Ave. S.

Opposite Galt Gardens

The Marquis Hotel...

THE HOUSE OF SINCERE HOSPITALITY AND SUPERB CUISINE



The Welcome Sign Is Out For You Here . . .

Welcome . . . a most sincere welcome! That is what awaits you as you cross the threshold of our restful lobby!

- ★ 101 CLEAN, COMFORTABLE ROOMS
- ★ 5 TV CHANNELS (INCLUDING CBS AND NBC)
- ★ MODERN COFFEE SHOP
- ★ LICENSED DINING ROOM
- ★ STEAK AND RIB ROOM
- ★ RED COACH LOUNGE

This Year Celebrating 38 Years of Service To the Hospitality Industry!

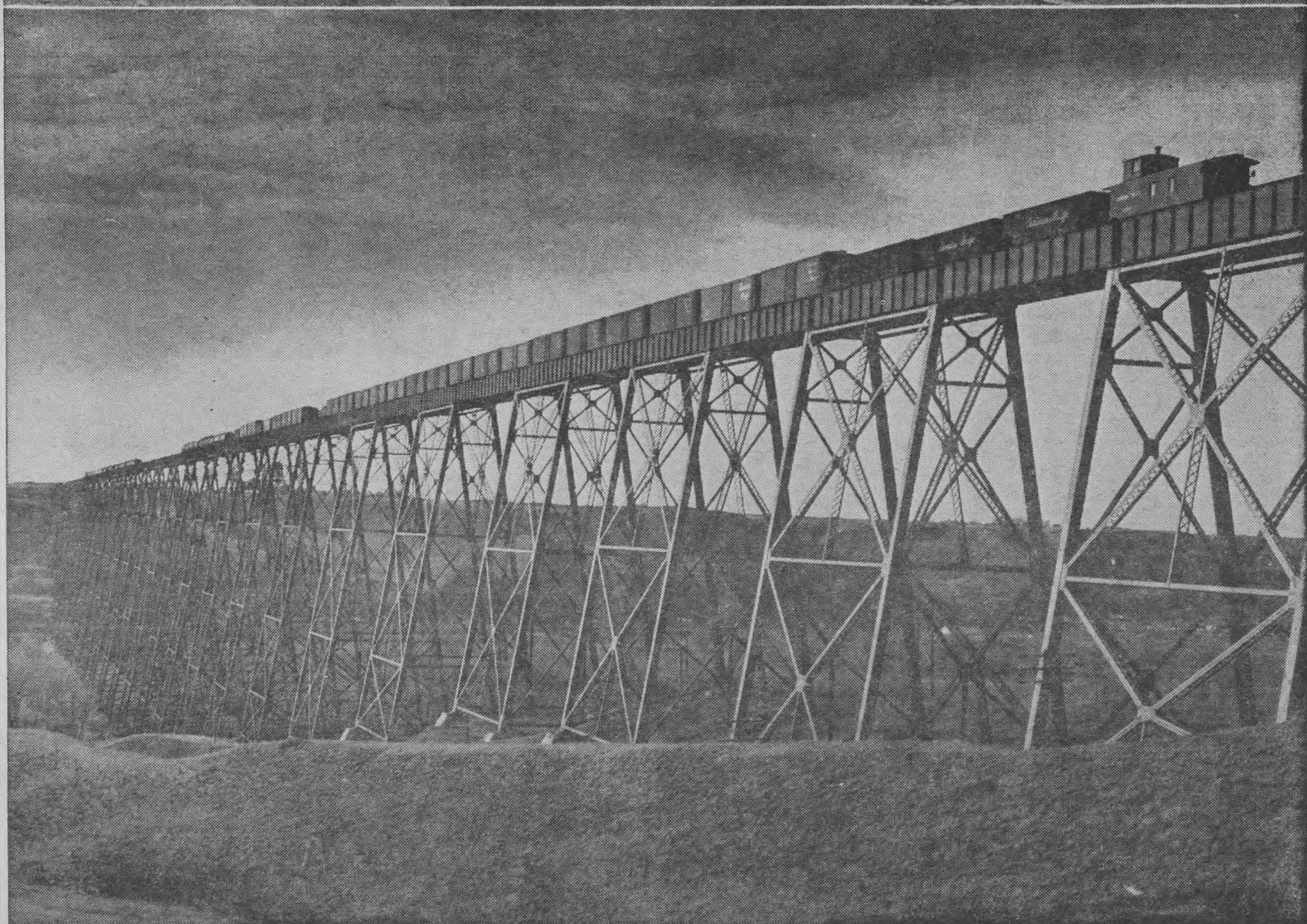
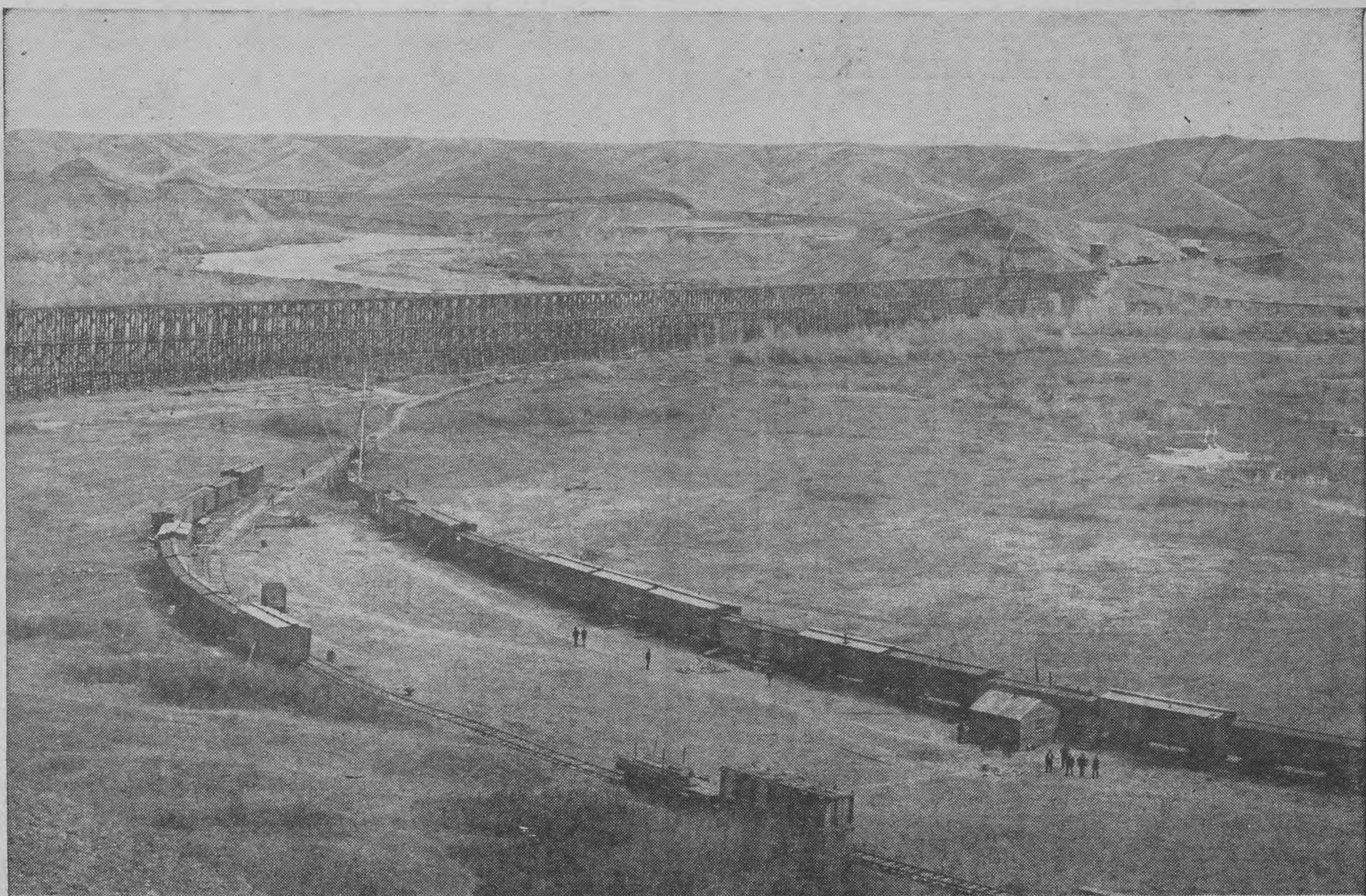
The Marquis was built in 1927 by a group of local business men who wanted to provide Lethbridge with an up-to-date hotel that would fulfil all the requirements of a rapidly growing city. Since then, many changes have taken place, Alberta has grown, Lethbridge has grown and so has the Marquis. Right from the very beginning the Marquis quickly became known as the leading hostelry in Southern Alberta and ever abreast of the times, we still enjoy the same enviable reputation today.

THE . . .

Marquis Hotel

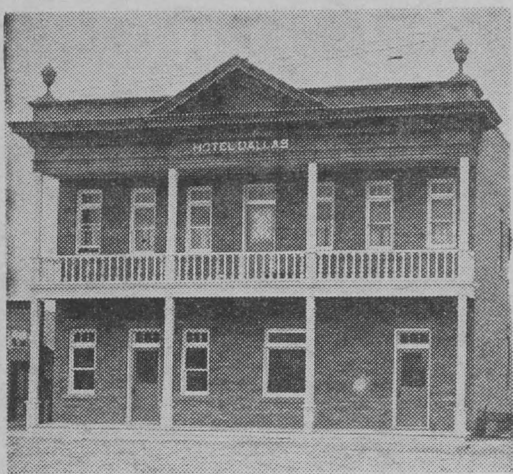
"Southern Alberta's Leading Hotel"

Rails Head West Towards Crowsnest Pass



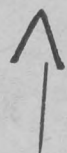
In the beginning railway engineers saw the Oldman River Valley at Lethbridge as a formidable foe. From where the present Canadian Government elevators now stand, the rail bed headed south. Top photo shows the construction of the Crowsnest Pass branch of the CPR on April 25, 1898 at the St. Mary's Riverbottom 10 miles south of Lethbridge. A total of 20 bridges had to be built along the south bank of the Oldman

River coulees between Lethbridge and Fort Macleod. Shortly after the line was in service, bridge work started to collapse and there were many casualties. This prompted the building of Lethbridge's High Level Bridge, completed shortly after the turn of the century. The magnificent steel structure still stands today in service, as good as the day it was completed.



THE Dallas Hotel

1905



TODAY

*Also Celebrating
60 Golden Years
Of Loyal Service
To Alberta This
Year!*



Built by George Wm. Rowe, an old-timer who helped establish Lethbridge, The Dallas is now owned and operated by K. J. Astl and J. C. Waddell.

Just as Lethbridge has grown since the turn of the century . . . The Dallas has also kept pace by maintaining modern, spotlessly clean lodging for the travelling public at all times.

We are proud to have played a part in the development of Alberta and extend our best wishes to all Alberta residents on this occasion.

That Well Dressed Look

. . . Costs No More

Our many hundreds of satisfied customers stand as proof of this. They know and appreciate the fine quality of our merchandise and the personalized service they receive when they shop at Leo Singer's. It's surprising too how little it costs to look your best—always.

In our store you will find only top name brands—known for quality and dependability and guaranteed to give you total satisfaction.

We are proud to have played a part in the progress and growth of our rich area and salute Alberta on this, its

DIAMOND JUBILEE

LEO SINGER

MEN'S AND BOYS' WEAR

214 5th STREET S.

LETHBRIDGE



"PROVEN SIGNS OF DEPENDABILITY FOR 60 YEARS"

1905



1965



WE AT REVELSTOKE HAVE ENDEAVORED, DURING THE PAST 60 YEARS TO GIVE THE UTMOST IN SERVICE AND DEPENDABILITY TO THE BUYING PUBLIC. WE ARE LOOKING FORWARD TO GREATER PROGRESS AND SERVICE TO THE PEOPLE OF ALBERTA IN THE COMING 60 YEARS. OFFERING A VAST AMOUNT OF EXPERIENCE AND KNOWLEDGE OF THE BUILDING TRADE, WE INVITE ANY INQUIRIES REGARDING BUILDING MATERIALS AND TRANSIT MIX CONCRETE.



REVELSTOKE

BUILDING MATERIALS

3rd Avenue and 16th St. S.
Phone 327-5777

And at Picture Butte, Taber and Vauxhall

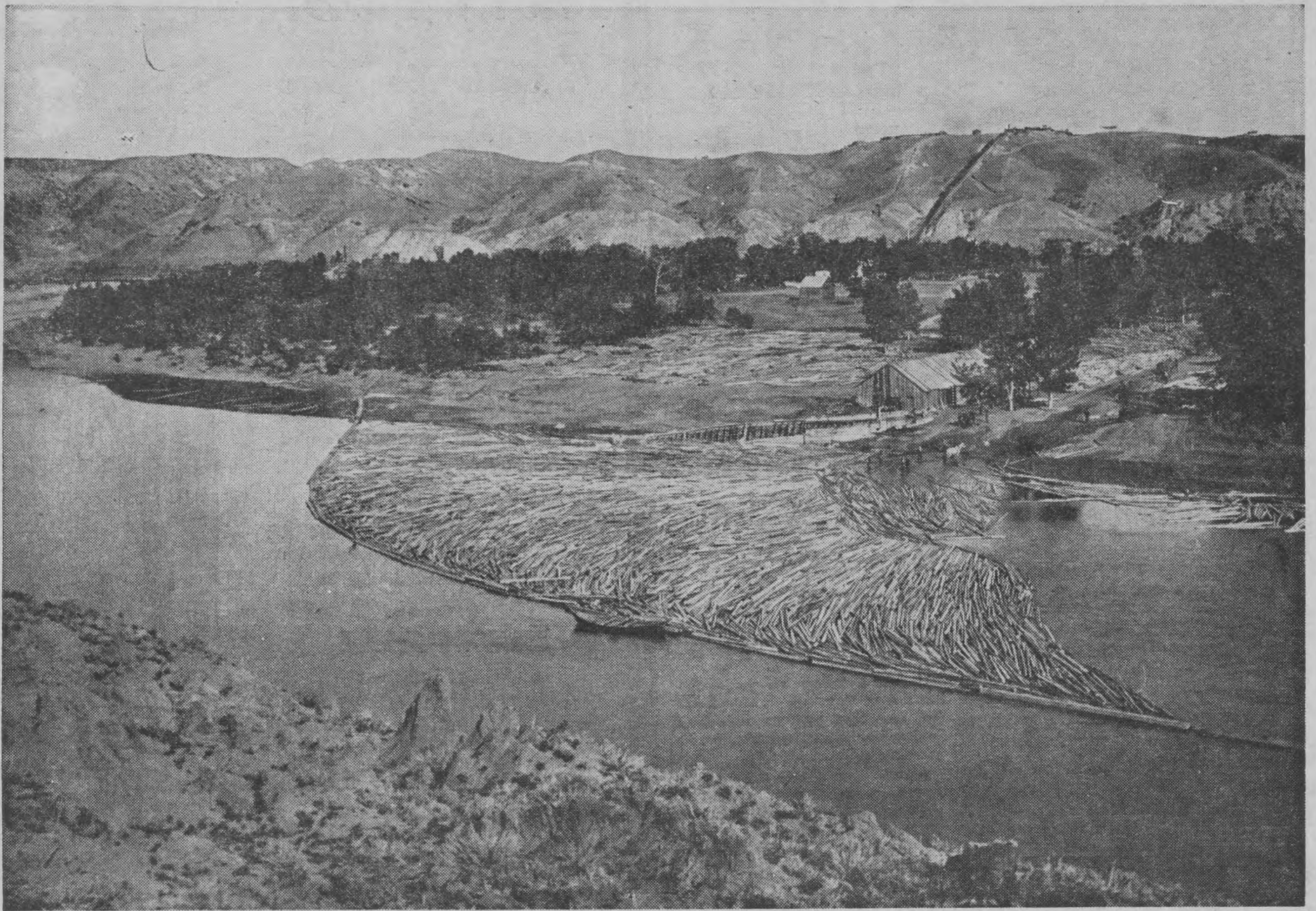


REVELSTOKE

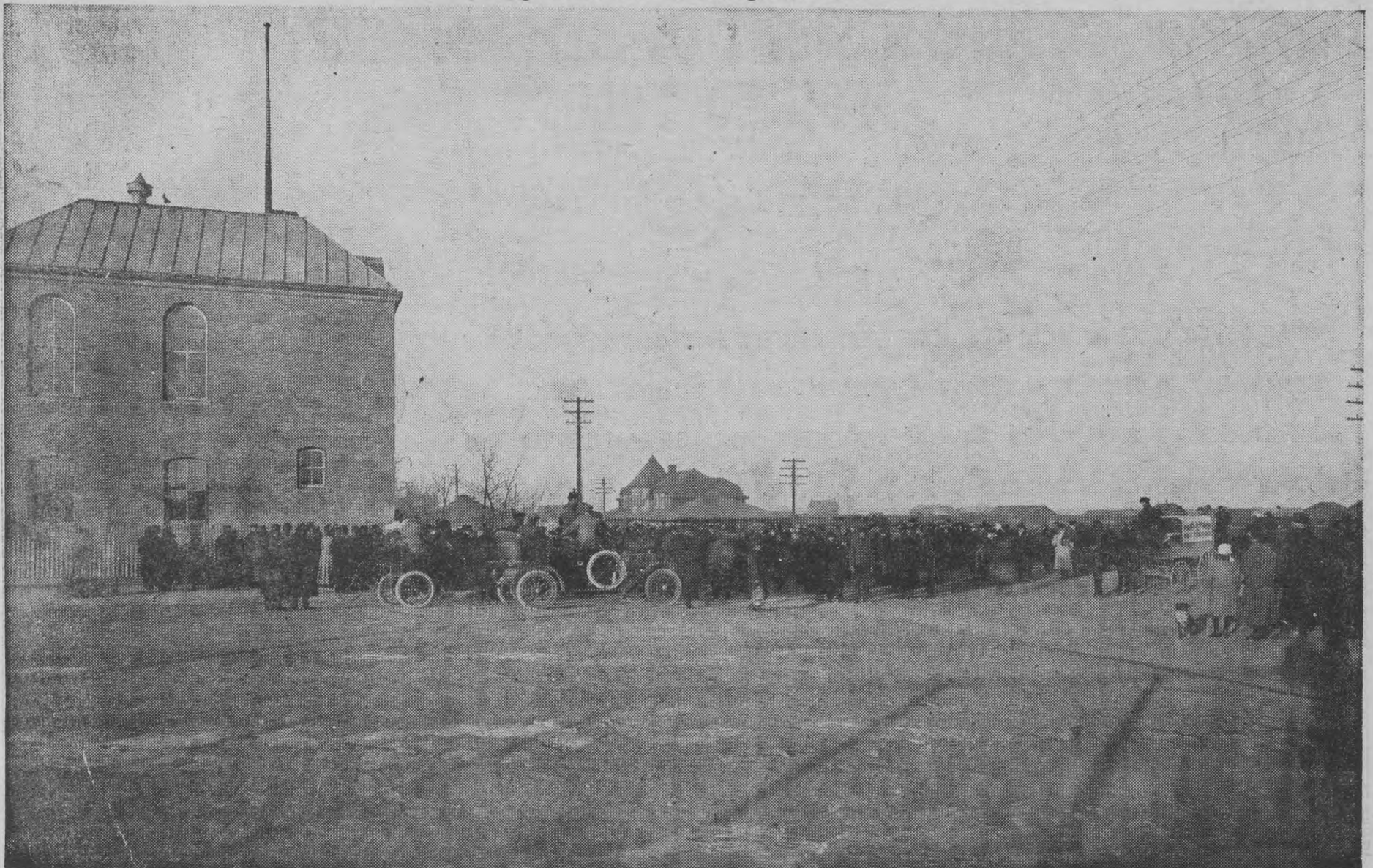
TRANSIT MIX

Cor. 12th St. and 2nd Ave. N.
Phone 327-7262

Diversification Followed Railway Into South



Log Boom At Lethbridge In 1890



For Lethbridge and southern Alberta to grow, it had to have people. The railway and the early beginnings of irrigation were setting firm footholds in the land of sunshine. Promises and enticing advertisements in eastern publications about the great expanses of land available almost for the taking brought many responses. Only during the years of two

world wars had the railways seen greater eras of passenger traffic. Photo above shows the rush for the homesteads at the old Dominion land office, now the Royal Canadian Legion Building on 1st Ave. S. The year was 1909.

CLARESHOLM



CLARESHOLM MAIN STREET

—Photo By Paul Andersen

"60 YEARS OF PROGRESS" "1905 to 1965"

A progressive community with modern water and sewage system, served by Calgary Power and Canadian Western Natural Gas.

In the near future all of Claresholm's streets will be served with storm sewers, curbs, gutters and paved streets.



WILLOW CREEK HOSPITAL

—Photo By Paul Andersen

HOSPITALS

Modern 50-bed Municipal Hospital. Alberta Hospital, Claresholm. Claresholm-Willow Creek Auxiliary Hospital. Home for the Aged now under construction.

RECREATIONAL FACILITIES

Swimming pool, artificial ice in skating and curling rink, 9-hole golf course, tennis courts, lawn bowling greens, modern 8-lane bowling alley, playground facilities, fishing—excellent streams 15 miles west of town. Hunting—game birds and wild game. New park under construction with fastball and baseball facilities.

CLARESHOLM - WILLOW CREEK INDUSTRIAL AIR PORT

Located 3 miles west of Claresholm—3,000 feet of paved runways. Home of Safeway Trailers, Diamond Manufacturing Co., Sportscraft.

LIBRARY

7,000 volume public library.

THEATRES

Excellent downtown theatre and modern drive-in.

SCHOOLS

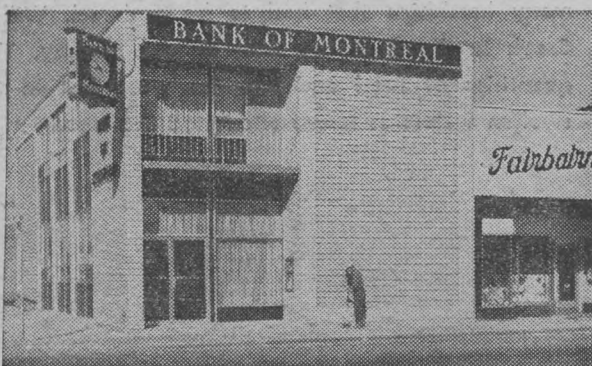
Modern 12-room elementary school and 16-room junior-senior high school.

CHURCHES

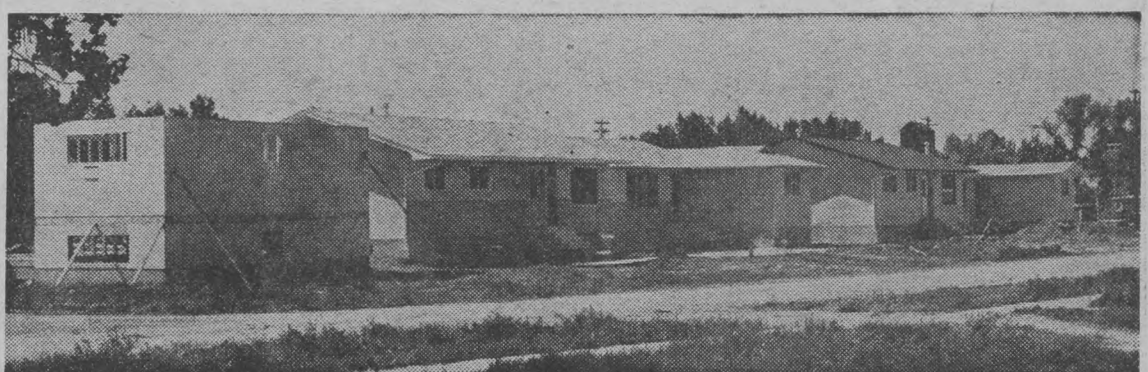
United Church, Roman Catholic, Anglican, LDS, Lutheran, Pentecostal, Nazarene.

The richest wheat growing land in the world — some of the finest and largest cattle ranches on the continent — Famous Hereford and Aberdeen Angus Breeders.

This Page Is Sponsored by
THE TOWN OF CLARESHOLM
THE CLARESHOLM CHAMBER OF COMMERCE



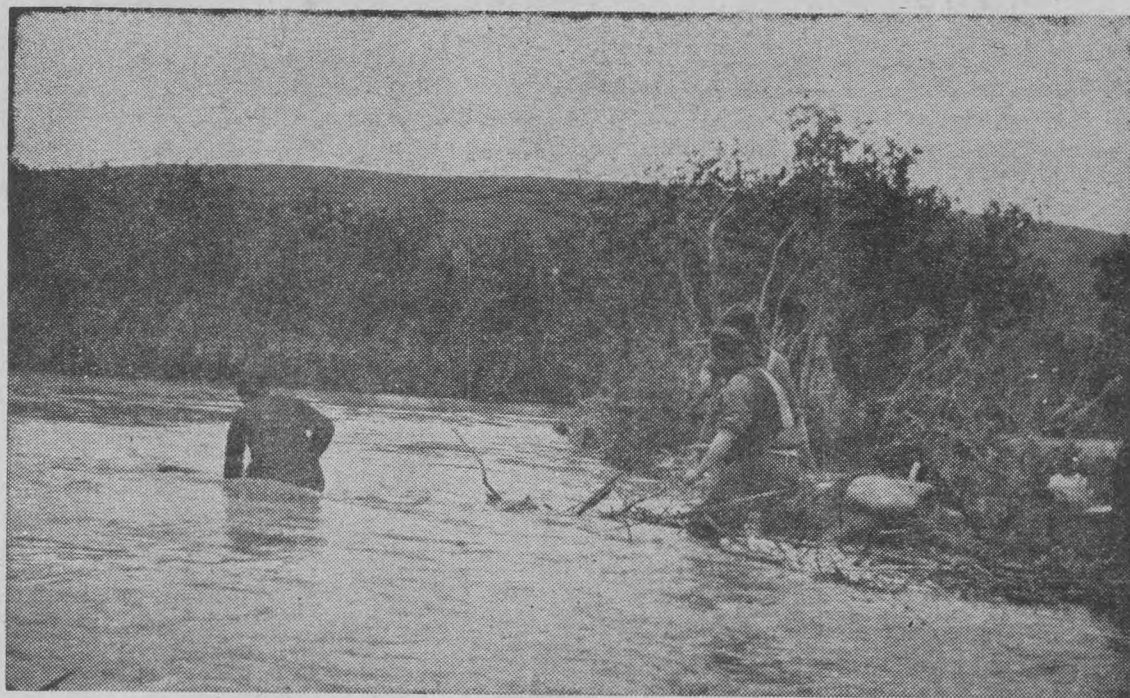
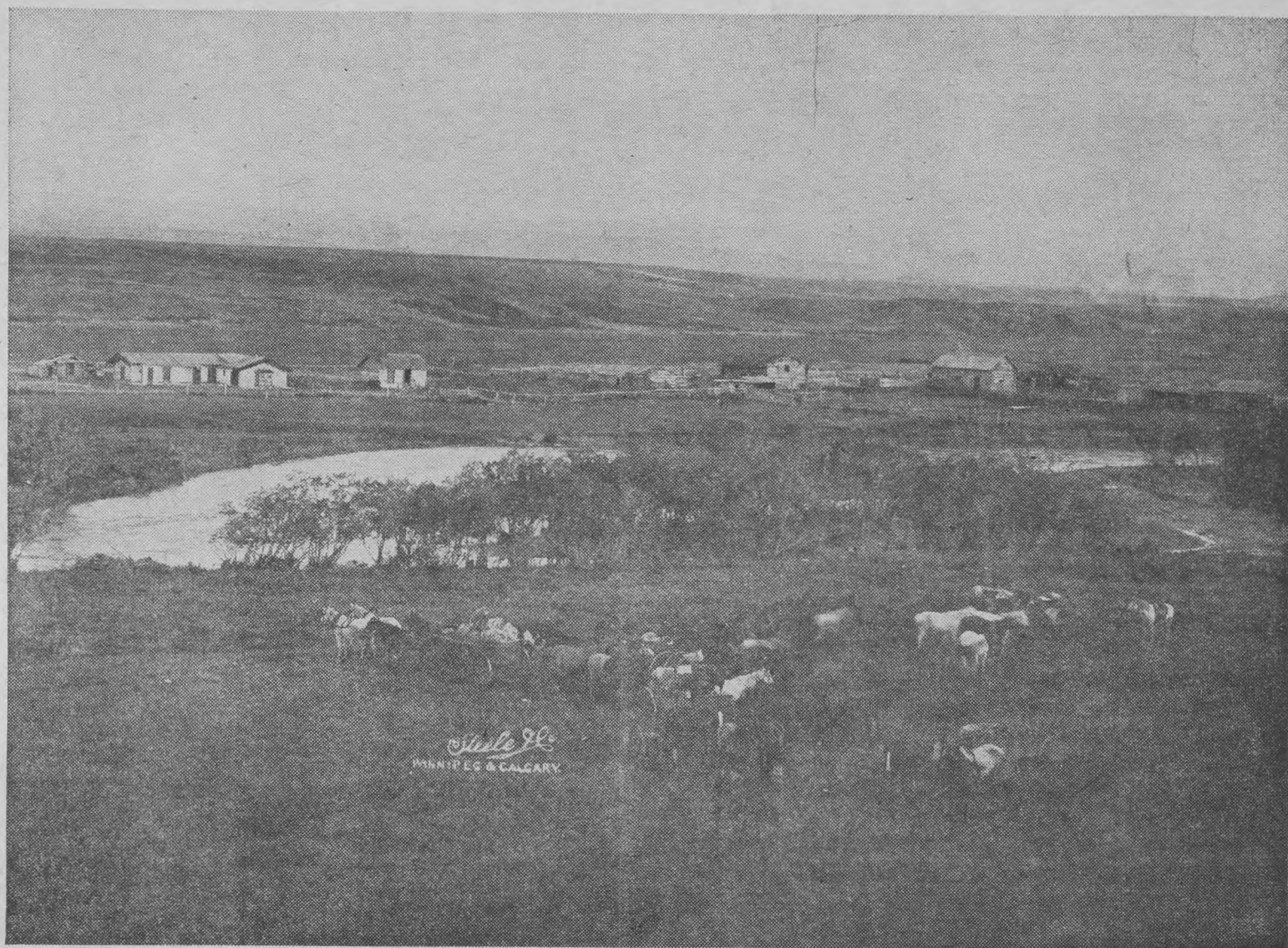
MODERN BUSINESS BUILDINGS



32 NEW HOMES CONSTRUCTED IN THE PAST 18 MONTHS

—Photos By Paul Andersen

Ranching Has Played Its Role From Start



Soon after the mounted police arrived in southern Alberta in 1874, and law and order was established, many of the men started leaving the force and took up ranching. Vast tracts of land in the foothills country was there for the taking, with little more than continuing improvements required for establishment of ownership. Money from England became available and vast holdings were established with English capital in many parts of southern Alberta. One of the big failing points was that almost day to day operations of the vast ranches were carried out by the owners in England. Thousands of dollars were invested, and thousands were lost in many cases. Top photo shows one of the largest undertakings, the Leeds and Elliott ranch west of Claresholm on Willow Creek. It was roundup time. The layout is better known today as the Oxley Ranch. Photos at left show some of the many hardships that had to be endured. Willow Creek in flood at the turn of the century. Vast quantities of food and supplies were lost in the swollen waters as teams attempted the cross.

THEN...



As Alberta celebrates its fabulous 60 years . . . We too can look back on 20 years of service to the public of Lethbridge and district. Mr. C. J. F. Beny has been in the automotive field for 49 years. From the time the business was purchased from the Baalim Motor Company with premises on 7th Street South, we have grown into one of the largest GM automotive dealers in the province. We now employ over 100 people and contribute in no small way to the economy of our city and district.

AND NOW...



Our modern new garage, pictured above, was built in 1947 and since that time several additions have been made to keep pace with our ever growing volume of business and the needs of our many customers. We have also acquired additional property adjoining our garage and also half a city block for our OK Supermarket Car Lot. In addition to this we own a large lot north of the 9th Street Bridge on Stafford Drive which is used for storage.

OUR MAIN GARAGE COMPRISING SHOWROOM, SERVICE DEPARTMENT, PARTS DEPARTMENT AND BODY SHOP IS NOW A FULL CITY BLOCK LONG . . . AND ALL UNDER ONE ROOF . . .



A Stirring Past and a Glorious Future

We are proud to be "Partners in Progress" with Alberta. The Automobile Industry has played a tremendous part in our province's development and growth. We look forward with anticipation and great faith in the future of Alberta.

Beny Chevrolet Oldsmobile

YOUR AUTHORIZED GM DEALER IN LETHBRIDGE FOR

CHEVROLET — OLDSMOBILE — CADILLAC — CHEVELLE — CORVAIR — CHEVY II — ENVOY AND EPIC CARS
AND CHEVROLET TRUCKS

Main Garage - 2nd Ave. and 8th St. S.

Lethbridge, Alberta

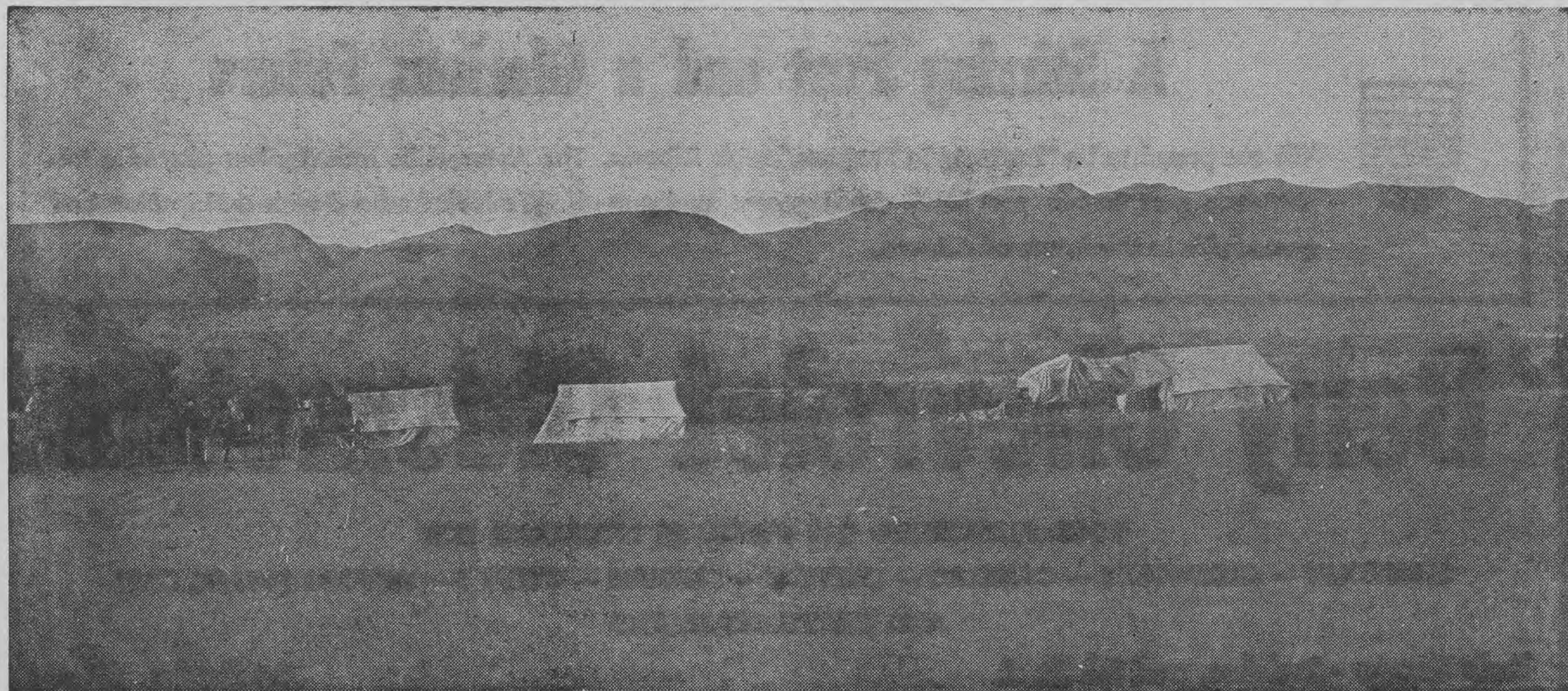
Roughing It At Roundup In Early Days



Rounding Up Doggies In 1908 Where Lethbridge Agnes Davidson School Now Stands



Dinner Roundup In 1912 With Camp Always Ready To Be Moved



Roundup Scene At Foot Of Milk River Ridge In 1912

GORDON
BOWDEN

GROWING WITH ALBERTA

ROY
BRUMMOND

We have a lot to be thankful for

Since we first opened our doors in 1963 the people of Southern Alberta have been good to us. We have endeavored to offer the best quality at reasonable prices.

We have found it necessary to expand. Watch for our announcement, coming soon.

"Fashions **T** for Your Future"
Tomorrow's
FURNITURE LTD.

1254 3rd AVENUE SOUTH

"Where Style Conscious Women Love To Shop"



Over the past decade and a half McArthur's has been the "hub of fashion" for the style conscious women of Lethbridge and South Alberta. We endeavor at all times to give prompt friendly service and above all to keep abreast of the ever-changing styles for you—miladi, who are our sole reason for being in business.

WE CONGRATULATE ALBERTA ON ITS

Diamond Jubilee

May the Future Years Be As Outstanding
as Those of the Past!



509 4th AVENUE S.

LETHBRIDGE

Alberta Has Been Good To Us . . .

MR. "ALBERT" DUPEN
President

"Albert" is well known to southern Alberta through his association with the Lethbridge Old Timers' Association, The Pemmican Club, The Hotel Business and many, many other organizations. He has been associated with United since 1955 and is a real booster of Alberta, having played such an important part in its development right from the early days!



MR. "STEVE" DOBAY

Founder and general manager, "Steve" is also well known to southern Albertans through his association with the automobile industry in Lethbridge. He is also a past president of the Hungarian Old Timers' Association.

We've grown from a service station-repair shop with a staff of 3 to a complete new car distributorship in just 16 years, employing 24 highly skilled, loyal, employees!

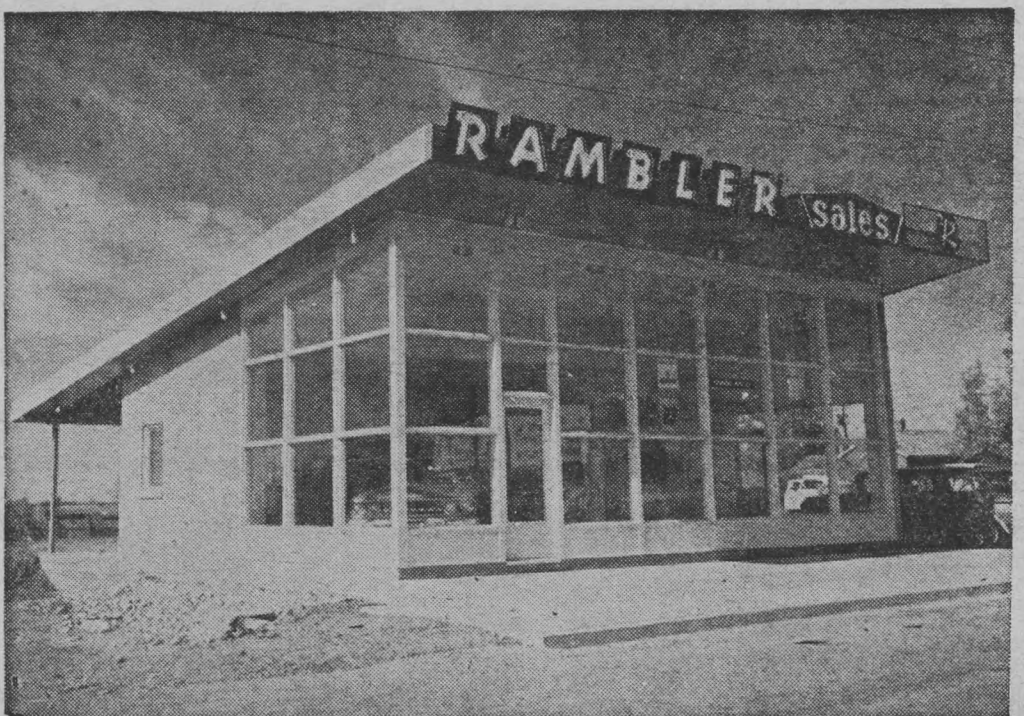
The management and staff of United take this opportunity to extend sincere thanks to the many friends who have patronized us over the years. We know that with your continued support our future will be assured! Our best wishes to all Alberta residents upon this memorable occasion.

We are authorized dealers
in Lethbridge for . . .

- ★ RAMBLER
- ★ SCAMPER TRAILERS
and CAMPERS
- ★ ESTAVILLA
TRAILERS

Parts and Service Available
for all!

*"A Good
Place To
Know Better"*



UNITED Rambler

At Rambler Corner - 3rd Ave - 3rd St. S.

Lethbridge

Pincher Creek Has Never Looked Back



\$40,000,000 SHELL GAS PLANT SOUTH OF PINCHER

PINCHER CREEK is the second oldest settlement in southern Alberta, Macleod holding the premier position by a very few years. Although it is said Pincher Creek received its name long before Macleod was ever settled. In 1852, pioneer missionary Father Lacombe visited this beautiful valley in the foothills of the Rockies and decided that it was an ideal place for his hermitage. Prospectors, miners, freetraders and explorers invaded the country, and among the number was a party of prospectors headed by George Houk and including Mart Holloway, Thomas Lee, John Nelson and others. The story goes that as they journeyed through the valley, they camped along this little creek and during their stay, lost one of their most valuable implements—a pair of pincers. In 1875, Col. Macleod, who was in charge of the new police barracks at the settlement which bore his name, sent a detachment of his men into the foothills west of Macleod to establish a post there. Arriving at the same creek where George Houk and the other prospectors had camped in 1861, it is said that they found the lost pair of nippers, rusted and old, from which the stream derived its name of "Pincer Creek," which soon became, from common usage, "Pincher Creek." From 1875 to 1890, the history of Pincher Creek is as colorful and romantic as any story found on the flickering screen or between the pages of a western novel. Today Pincher Creek is the service centre of the famed Pincher Creek wet gas fields. Even with this new wealth, the town hasn't lost any of the traditions with the ranching era of the past.



Pincher Creek Today — A Model Of Good Planning

PINCHER CREEK

Pincher Creek, the town with a promising future, is cradled in the foothills, and is the northern doorway to scenic Waterton Park.



PINCHER CREEK SWIMMING POOL AND PARK



MATHEW HALTON HIGH — PINCHER CREEK

The summer weather is usually ideal and the Chinook winds provide a pleasant break in the winter cold spells.

Three banks service the area — Royal Bank of Canada, Canadian Imperial Bank of Commerce and the Provincial Treasury Branch.

Complete shopping facilities are found in two drug stores; 2 hardware stores; one furniture and hardware combined; 1 theatre; 8 garages and service stations; 2 jewellery stores; 1 sportshop; 3 gents' furnishings; 5 implement dealers; 1 bakery; 4 barbers; one clothing and dry goods; 2 ladies' wear; 2 plumbing shops; 2 electrical shops; government liquor store; 2 realtors; 4 oil and fuel agents; pool hall; 2 tire shops; 4 restaurants; 2 shoe repair and a tobacco and magazine shop.

The town has a modern dentist office.

Accommodations can be found in the two hotels or one of the three modern motels.

In addition, an excellent library is located in the Town Hall.

Service clubs and organizations include the I.O.O.F. Lodge; the Knights of Columbus; Royal Canadian Legion; Masons; Elks; Lions; Kinsmen and the Chamber of Commerce.

Crestview Lodge is a well-staffed and modern home for the senior citizens.

Industrial establishments include a creamery, a pasteurizing plant, a weekly newspaper, dry cleaners, welding and machine shop and sheet metal shops.

Provincial and Federal government offices in the town comprise the Magistrate's Office and Courthouse; Post Office; RCMP Headquarters; Department of Lands and Forests Office and the Department of Transport Weather Station.

Civic administrators include Mayor Arthur Ames and Councillors Francis Sorge, Mrs. Joan Turcott, Bradford Sawyer, George Allred, Oliver Haigh, and Frank Cotton with Secretary-Treasurer James W. Crawford. In addition, there are two town policemen, five RCMP officers and a fish and wildlife warden resident in town.

The sub-divisions are all planned with the aid of the Oldman River Planning Commission of which the Town is a member. Eighty per cent of the town has sidewalks and gutters. The main arterial roads are paved and fire protection is ably handled by a voluntary brigade of 16 men.

An extension to the sewer system was built at a cost of \$130,000.00 in 1962 and is capable of handling a population of 10,000 persons and a new extension to the water system is to be constructed very shortly at a cost of \$230,000.00.

There are several fully serviced, ideal industrial sites available at the present time. Also a new residential subdivision which is completely serviced with sewer and water.

With the large up-to-date sewer and water systems, the town is in a position to handle any type of industry and would welcome and help as much as possible any industry that might want to settle in what we think is the best town in southern Alberta.

1878-1965

The pioneer settlement of Pincher Creek is now 87 years old. "Spitzee" was the name given to it by the Indians — meaning 'a stream with trees along its banks.'

Pincher Creek was the name given to the creek which flows through the town and legend has it that a pair of pincers (or pinchers, as it is sometimes spelled) were lost by a party of prospectors about 1868.

It was in 1878 that the first white settlers, three in number, built shacks of roughly hewn logs with sod roofs along this stream.

The North West Mounted Police and cattle ranching were the two factors responsible for Pincher Creek coming into existence. The police were organized in 1873 to bring law and order to western Canada, and, in order to carry out their duties, they established a fort at Macleod in 1874. To provide for the needs of the police, a dairy farm south of Fort Macleod and a horse ranch along the Pincher Creek were established in 1875. It is believed that these two agricultural enterprises were the first of such in southwest Alberta.

The district's first wheat was grown by Francis Willock in 1883 — from a few heads of Golden Chaff found in his pocket which he had brought from Ontario. This beginning of agriculture by these first settlers has continued throughout the years and the area has since developed into excellent rangeland and lush farm fields.

Noted for its outstanding cattle, many of the ranchers have been award winners at the Toronto Royal Winter Fair.

Pincher Creek has been gas and oil conscious ever since 1902 when the first well was drilled southwest of town. In 1956 British American Oil Ltd. constructed a natural gas processing plant. This was followed by the subsequent construction of a second gas processing plant by Shell Oil of Canada in 1961. In addition to the two sulphur and natural gas plants, a cycling plant at Lookout Butte, south of town, was constructed as a joint venture by the two oil companies.

Since 1958 the rapid growth of the town has been evident. Five modern schools are attended by some 1,000 students.

St. Vincent's Hospital, operated by the Daughters of Jesus, was opened in 1925 and has since been enlarged to a modern up-to-date 60-bed hospital with the latest operating and X-ray equipment.

The new Associate Clinic is operated by five doctors.

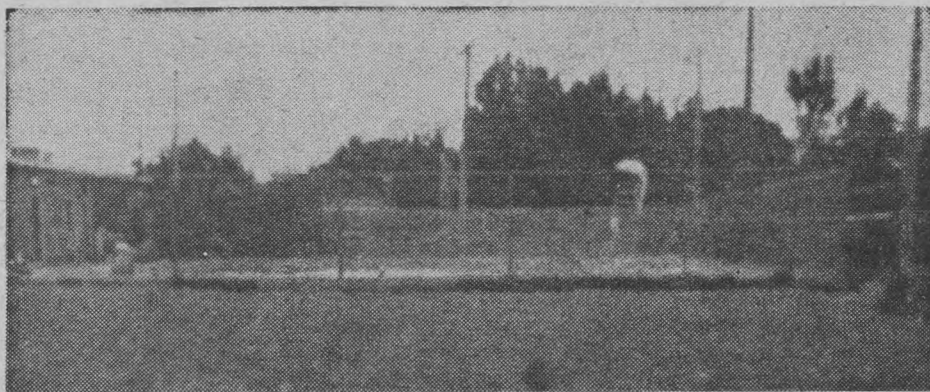
Calgary Power Co. supplies the town with power; and natural gas is available to all citizens supplied by Plains Western Gas and Electric Co.

With seven churches, the town has services for almost any faith — St. Michael's Roman Catholic, St. John's Anglican, United Church of Canada, First Baptist, Pentecostal Assemblies of Canada, Church of Jesus Christ of Latter Day Saints and the Lutheran Church.

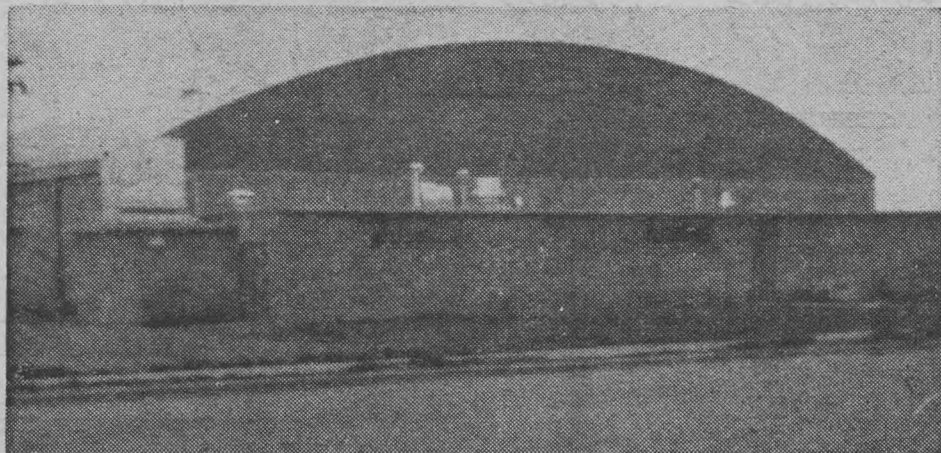
Visitors to the area are welcome to enjoy the many recreational facilities such as the nine-hole golf course; the modern heated swimming pool; skating and curling arenas, inclusive of artificial ice; two landscaped town parks; playgrounds for children; baseball, softball and football facilities. In addition, there is an eight lane bowling alley. Skiing in the winter is within convenient travelling distance. An airstrip operated by A. W. Cook may be used by light aircraft.

Pincher Creek is nine miles from Beauvais Lake Provincial Park; 29 miles from Waterton Lakes National Park and 50 miles from Glacier National Park, Montana, U.S.A.

The area is a hunter's paradise and abounds with streams and lakes for fishing.



PINCHER CREEK SWIMMING POOL



PINCHER CREEK SKATING RINK

THIS ADVERTISEMENT SPONSORED BY
TOWN OF PINCHER CREEK

Serving Alberta for over 36 years

Yes! For over 36 years Albertans have made it a habit to shop SAFEWAY . . .
and year after year Safeway has progressed with Alberta!



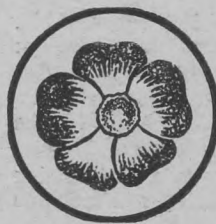
TODAY . . . One of Safeway's Bright Modern Stores

Featuring . . .

- Wide well-lit aisles . . . always fully stocked.
- Superb MEATS properly aged and trimmed to perfection.
- Always the freshest PRODUCE in town.



Plus the very finest in Service,
Selection and Complete Satisfaction



NOW
3 STORES
IN
LETHBRIDGE
to
Serve You Better

We Congratulate Alberta
On Its
60th ANNIVERSARY



SAFEWAY

CANADA SAFEWAY LIMITED



ALBERTA

1905

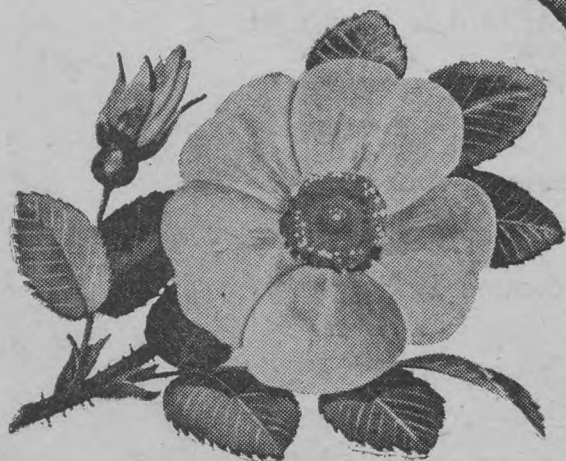
... 60th Anniversary Edition ...

1965

SECTION TWO

SATURDAY, SEPTEMBER 4, 1965

PAGES 1-32



The Lethbridge Herald



More Industrial Lustre

From the development of new petroleum resources in the north to fertilizer production expansion in the south, the stirring bustle that marks Alberta's economic activity continues with renewed vigor.

New growth, new areas of development, and, always, the location of new industries in the province, plus the expansion of established firms, continue to add lustre to the smooth growth of economic expansion.

During the past year, considerable interest has been refocused on petroleum developments, such as that in the Athabasca Oil Sands area. Opened for development by the government after extended hearings, it has brought about a revitalization of the northern sections. A \$190 million plant to recover crude oil from the sands is now under construction on a three year program, and the nearby town of Fort McMurray has been granted provincial "new town" status, permitting extensive low cost borrowing from the provincial government.



Around Lesser Slave Lake, the announcement of a new pool of oil for exploration has resulted in many oil firms undertaking major developments.

The new railway to Pine Point has thrown wide the gates to another avenue of northern expansion, not only in mineral production, but also in vast areas for agricultural and timber development. With interest in mineral ores at the acute stage in the north, the successes of the Alberta Research Council in developing a leaching process for iron ore refining has caught the attention of the industry. Economical and effective, the new process requires a minimum investment, and a major private industry has announced plans to construct a \$1.75 million pilot plant to further prove the efficiency and practicability of the process.

Industrial expansion during the year ahead appears to be extensive, with the petrochemical and chemical industries providing the greatest investment. In addition to the oil sands development, many other petroleum operations are now under construction, such as the \$8 million gas plant at Edson; the \$3.5 million sulphur recovery plant at Olds; and the \$8 million expansion to the gas and sulphur recovery plant at Whitecourt. Chemical industry projects for 1965 include a proposed \$5 million expansion of an Edmonton plant; along with multi-million dollar expansion for existing chemical fertilizer plants in Calgary (\$21,000,000), Fort Saskatchewan (\$24,000,000), and Medicine Hat (\$8,000,000).

In 1964, the value of manufacturers shipments rose by nearly 10 per cent to a total of \$1,134 million. Major increases were recorded by foods and beverage producers, wood processors and by metal fabricators and producers. The trend promises to continue throughout 1965 according to developments proposed and presently under construction. Among these are a \$1 million bakery proposed for Calgary, a \$3 million sugar beet plant expansion under way in Taber and Butte, and a \$1.5 million plant for the production of communication cable under construction in Sentinel.

The first few months of 1965 bear out the optimistic forecasts that this will be a progressive and prosperous year for the development of natural resources, business and industry in Alberta.

A. RUSSELL PATRICK,

Minister — Industry, Development — Mines, Minerals.



ST. MICHAEL'S GENERAL HOSPITAL

St. Michael's General Hospital, owned and operated by the Sisters of St. Martha, has been established in Lethbridge since 1931.

In November, 1964, a new ultra-modern wing was completed at a cost of \$1,500,000 and now brings the value of St. Michael's Hospital to approximately \$3,500,000. The new wing has been termed by technical magazines as a Canadian "first" in hospital structural design and contains 60,000 square feet on five floors. This means that all hospital services have been increased to meet the ever expanding southern Alberta area.

The Kathabar air conditioning system is the only one of its type west of Toronto and complements the modern hospital facilities fully.

The past quarter century has seen a development in the health and hospital consciousness of the Canadian people to an extent which borders on the spectacular. Few public services affect the average family more than the hospital.

St. Michael's General Hospital has always made a strenuous effort to bring to the public which it serves the latest and best in hospital services

They Came From South To Promised Land

THE BEGINNING of Cardston started with an exploration trip by Charles Ora Card, then a pioneer of Cache Valley, Utah, who answered a call by President John Taylor, head of the Church of Jesus Christ of Latter Day Saints, often referred to as the Mormon Church.

Born Nov. 5, 1839, Card left Logan, Utah, to find a new home on British soil for himself and his friends. It was at a time when many members of the faith were under persecution. Card left Utah Sept. 14, 1886. His trip took him through Washington, Oregon, southeastern British Columbia, then via Calgary to the mouth of Lee's Creek where he camped Oct. 24, 1886. With him were Bishop Isaac Zundal and Elder James W. Hendricks. The following May (in 1877) Card, Thomas E. Ricks, Thomas X. Smith and Neils Monson returned and took up squatters possession on Lee's Creek at the present site of Cardston.

Edward Neal Barker, an Englishman of ability and courage, had previously squatted a mile up Lee's Creek and built a cottonwood shack in the fall of

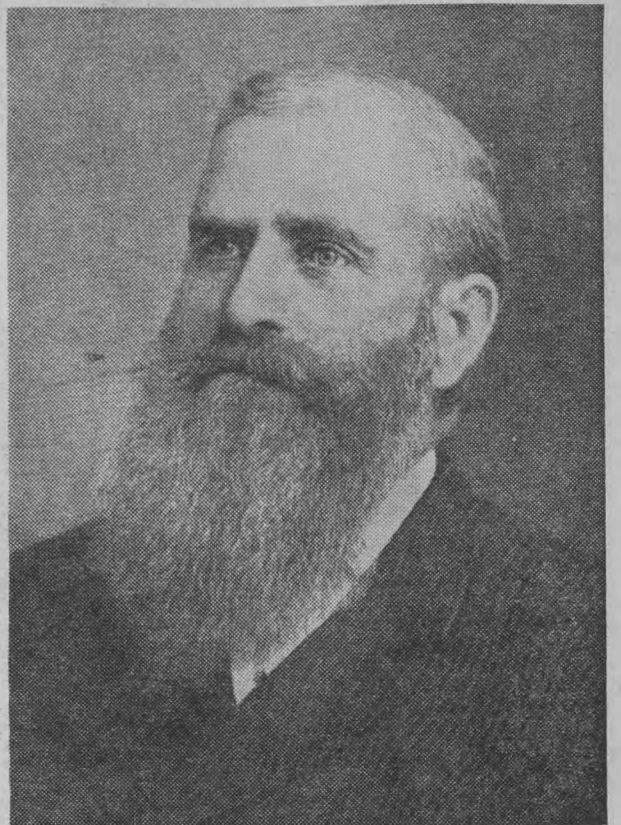
1885. His intention was to "ranch" as it was known in those days. Barker is credited with growing the first vegetable garden in the district.

He gave valuable assistance to Card and his associates and acted as their guide to the mountains for timber.

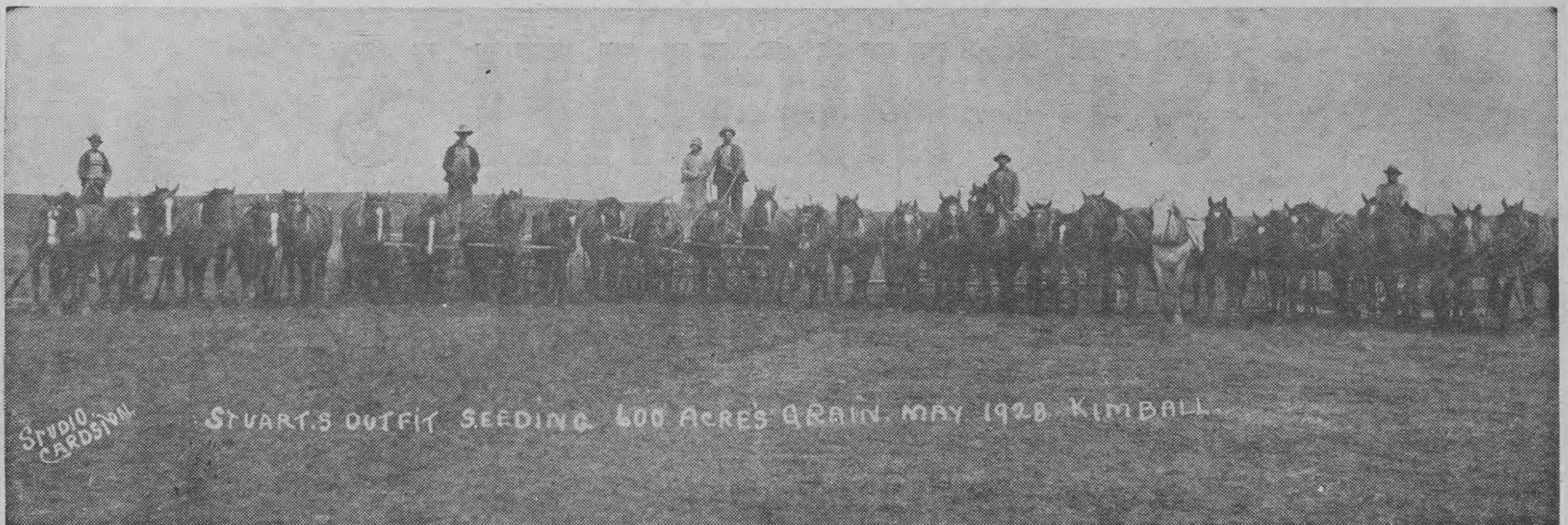
June 3, 1887 the main company of Mormon settlers arrived from Utah. There were 41 persons in all — 10 families in nine wagons, 23 horses, 40 head of cattle, several crates of chickens — all rain soaked and weary.

The Mormons brought with them an understanding of irrigation as practiced in Utah. It was a farming practice that was greatly welcomed in the new land. From Cardston the Mormon pioneers spread out and helped in the building of districts like Glenwood, Hillspring, Raymond, Magrath, Stirling and others.

A deep tradition of the past has rooted in Cardston. With the backing of the pioneering thrift, understanding and enterprise, Cardston today is moving ahead as one of southwestern Alberta's key centres.



CHARLES ORA CARD



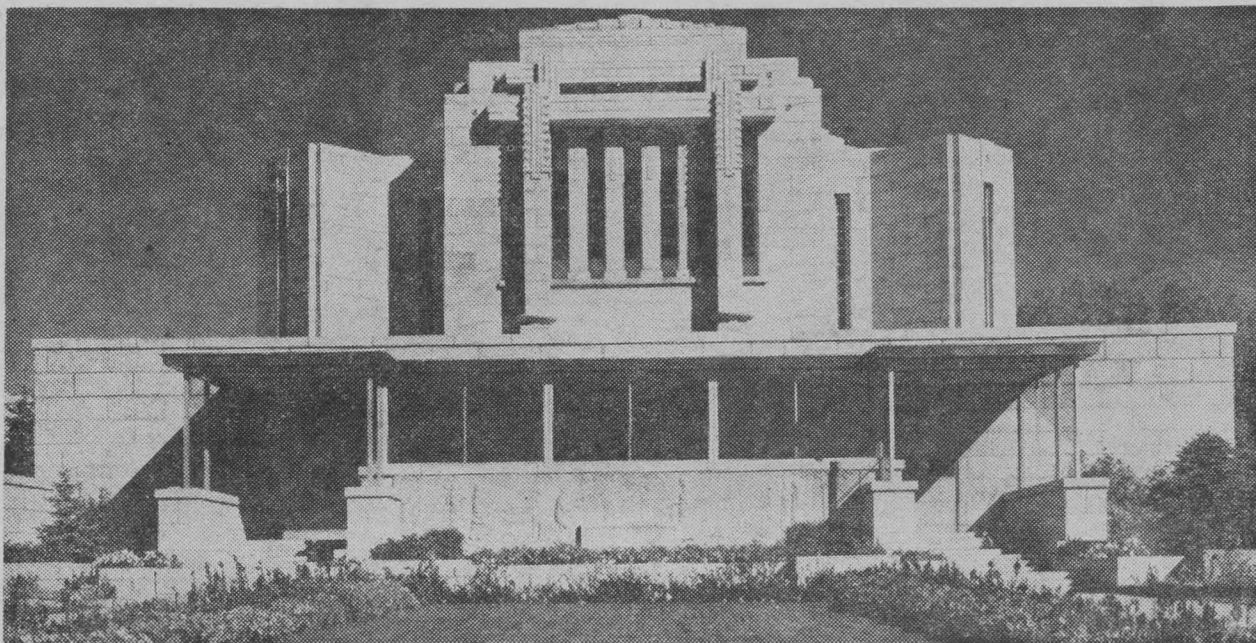
Stuart Outfit Seeding Grain May, 1928 Near Kimball



Cardston Today — A Progressive Ranch and Farm Trading Centre

CARDSTON

"The Beautiful Temple City of Canada"



A Message From the Mayor

We at Cardston are proud of the progress and achievements of our rich Province of Alberta. We're proud too, to live in picturesque Cardston — surrounded by the finest farming and ranching country in all the wide world.

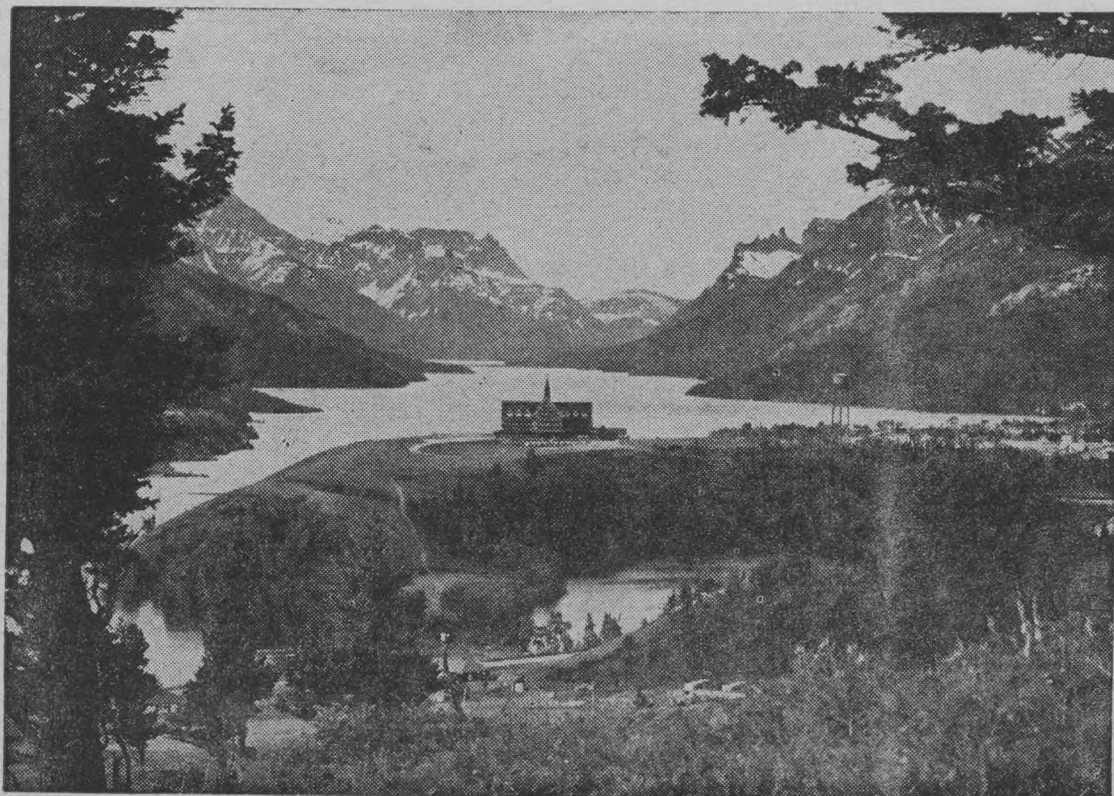
The Blood Indian Reserve, bordering on Cardston is the largest, most progressive, and wealthiest Indian reserve in Canada.

We invite you to visit, holiday, or settle down and live in wonderful, historic Cardston.

Dennis R. Burt, Mayor of Cardston



**An Outdoor Paradise for
Fishing—Hunting—Golfing—Swimming and Skating**



CARDSTON

is

**The Southern Gateway
to Alberta**

Just a Stone's Throw to

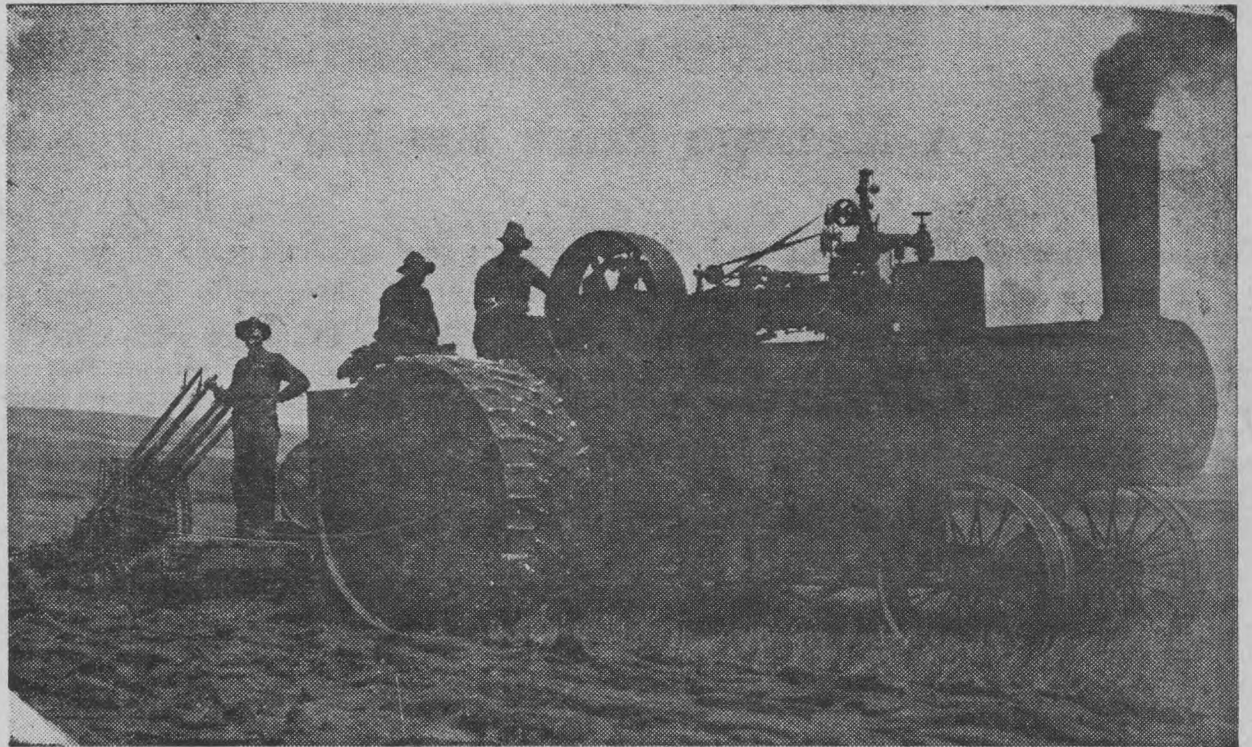
**Waterton-Glacier
International Peace Park**

Early Day Farming Scenes Of South Alberta



Breaking virgin sod in 1908 with 10 - bottom plow drawn by steam tractor. Five of work crew in photo are listed as Albert Wood, Bill Fletcher, Frank Fletcher, Dave Richmond and Blair Munson.

Old time steam tractor pulling 10-bottom plow.



Rare Are Farms Today Where Threshing Outfits Continue



Capitol Furniture are proud indeed of their record of service . . . Over 30 years serving Lethbridge, Southern Alberta and Southeastern B.C. with the very finest in NAME BRAND FURNITURE.

In 1959 we purchased the old Roxy Theatre and built our modern new store — One of the largest and finest in Western Canada.

Whether you're shopping for a single piece of furniture, a roomful, or for your entire home, our many years in the furniture business assures you of the greatest values and the most advanced home furnishings.

We look forward in anticipation to many more wonderful years of service to you — Our friends.

CAPITOL
Furniture

LETHBRIDGE

MEDICINE HAT

Holmes

APPLIANCES

313 7th STREET SOUTH

LETHBRIDGE

Lethbridge's Oldest Established Appliance Dealer

Home of Quality Beatty Products for the
Home, Industry and Farm Since 1926.



MR. ANDY HOLMES
PARTNER



MR. ROSS HOLMES
PARTNER

Beatty Bros. have travelled a long way since 1874, starting out from a small blacksmith shop in Fergus, Ontario and growing up to become one of the empire's largest manufacturers. Beatty Bros. are proud of this record just as we are of ours . . . that of handling and servicing Beatty Appliances here in Lethbridge since 1926. When you buy a Beatty you are sure of service. See us for a complete line of quality, Canadian-built Beatty products. They're better because they're built by Canadians for Canadians!

- Beatty Household Appliances. Wringer and Automatic Washers — Dryers — Refrigerators — Freezers — Electric Rangers — Ironers.
- Everything for the farm. Water pressure and purification systems — Barn interiors — Automatic feeding equipment, etc.



IN STEP WITH ALBERTA



1905

We are not 60 years old yet, but if we were, we would continue to serve our customers as we always have . . . with diligence, integrity and quality merchandise.

1965

STAY WITH US AND YOU'LL STAY IN STEP WITH PROGRESS

SERVING ALL OF ALBERTA WITH . . .

- | | | |
|--------------------------------------|--|-----------------------------------|
| ● GATES V BELTS and PULLEYS | ● OLIVER SPRINKLER IRRIGATION EQUIPMENT | ● WYATT AUTOMATED FEEDING SYSTEMS |
| ● HYDRAULIC HOSE and FITTINGS | ● AGRICULTURAL and INDUSTRIAL CHAINS and SPROCKETS | ● FEED -SAVER STOCK WATERERS |
| ● LED BALLAST — FOR GREATER TRACTION | | ● OCHEMCO BRAND CHEMICALS |
| ● BERKELEY PUMPS and WATER SYSTEMS | | |

WE LOOK FORWARD — WITH ALBERTA — TO MANY YEARS OF CONTINUED PROGRESS!

OLIVER CHEMICAL COMPANY (LETHBRIDGE) LIMITED

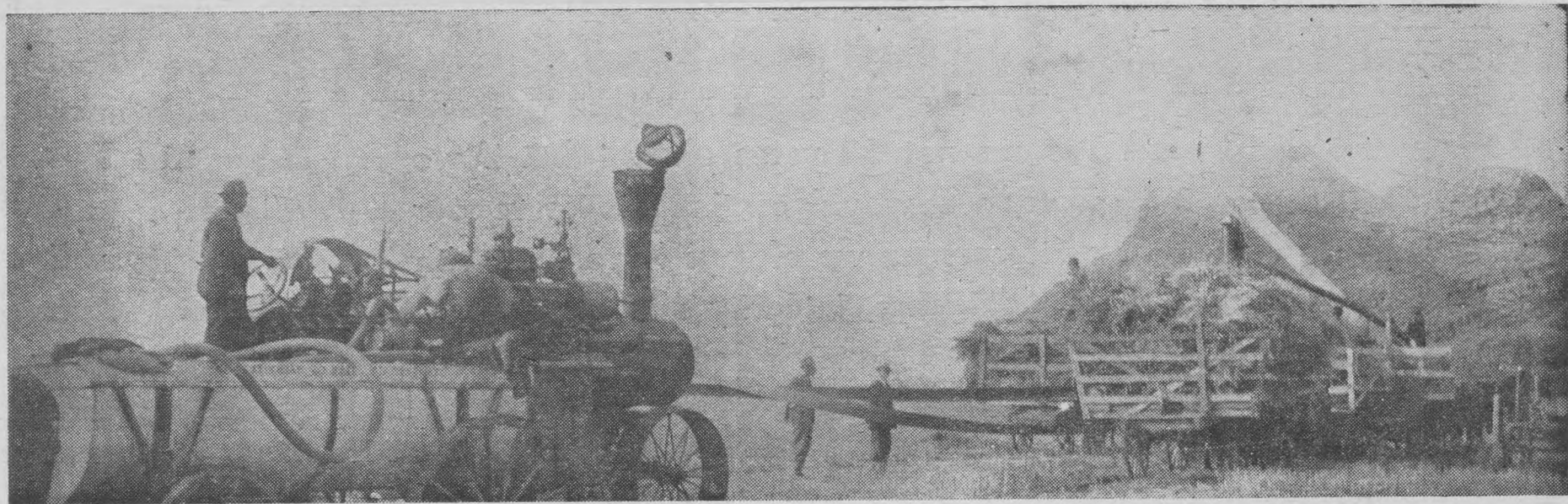
249 Stafford Drive

Phone 327-1571

Scenes That Recall Memories For Oldtimers



George Shenton Jr. of Enchant Hauling 168 Bushels Of Grain 42 Miles To Taber In 1913



N. H. Murray Threshing On His Farm At Wilson Siding, 1915



Loaded Racks Crowding The Thresher During Harvest At Enchant In 1914

CARMANGAY . . .

"The Fully Modern Village"

Carmangay — the fully modern Village is located on the banks of the Little Bow River some forty miles north of Lethbridge on Highway 23. Carmangay serves a prosperous dry land farming and livestock area.

Wheat, Rye and Flaxseed are the predominant grains grown in the area for which five elevators at Carmangay and three at Peacock Siding store over a half million bushels. A modern Seed Cleaning Plant is in operation the year round to serve the needs of a large area.

The banks of the Little Bow River provide ideal pasturage for thriving herds of cattle.

Undeveloped resources include deposits of high grade lignite coal and clay of a suitable type for brick manufacturing. Carmangay has been served with a modern water system since the year 1911 which accounts for the lovely stands of trees and good gardens in the Village.

A sewage system and natural gas service give all of the amenities of city life. A resident doctor and fully modern hospital look after the health needs of the district.

Three active churches, the United Church, Roman Catholic and Anglican Church minister to the spiritual needs and all have active women's organizations.

A new artificial three sheet curling rink operates a successful season each year.

The Masons, Eastern Star, Lions Club and Fish and Game Assn. and active Home and School Assn. all provide social and service opportunities for those who are interested.

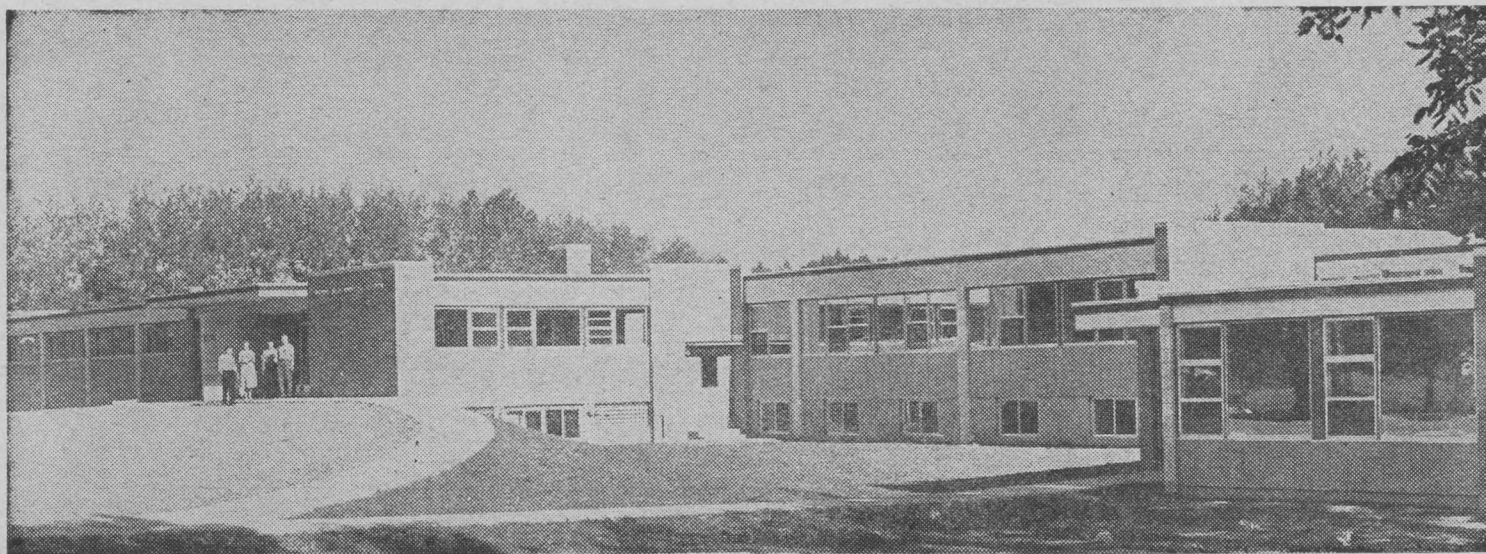
A new modern school provides education through grade nine with adequate school bus service to the County Central High School for senior students.

An ideal place to live and enjoy the benefits of a small community within reach of all city services and park areas

VILLAGE OF CARMANGAY

PICTURE BUTTE

"HEART OF THE LETHBRIDGE NORTHERN"



MODERN HOSPITAL OF PICTURE BUTTE

INDUSTRIES

The Canadian Sugar Factory located at Picture Butte distributes beet sugar to many distant points.

Sugar Beets, Cattle Feeding and Mixed Farming in the surrounding area add to the wealth of the Town of Picture Butte.

SERVICE CLUBS, LODGES and CHURCHES

Picture Butte is well served by churches and organizations which continue to grow with the community.

SCHOOLS

Complete school facilities are available in Picture Butte. Both

public and separate schools. Students from the surrounding area are vanned into Picture Butte—particularly for high school.

SPORTS

Modern heated swimming pool. Curling. Baseball. Archery. Upland game centre. Beautiful park for picnics. Playgrounds, etc. The Pyami Fish and Game Association stocks surrounding waters with fish for the sportsman.

Modern conveniences are available—electricity, natural gas plus sewer and water.

Located on a hard surface highway.

CONGRATULATIONS ALBERTA ON 60 YEARS OF PROGRESS

TOWN of PICTURE BUTTE

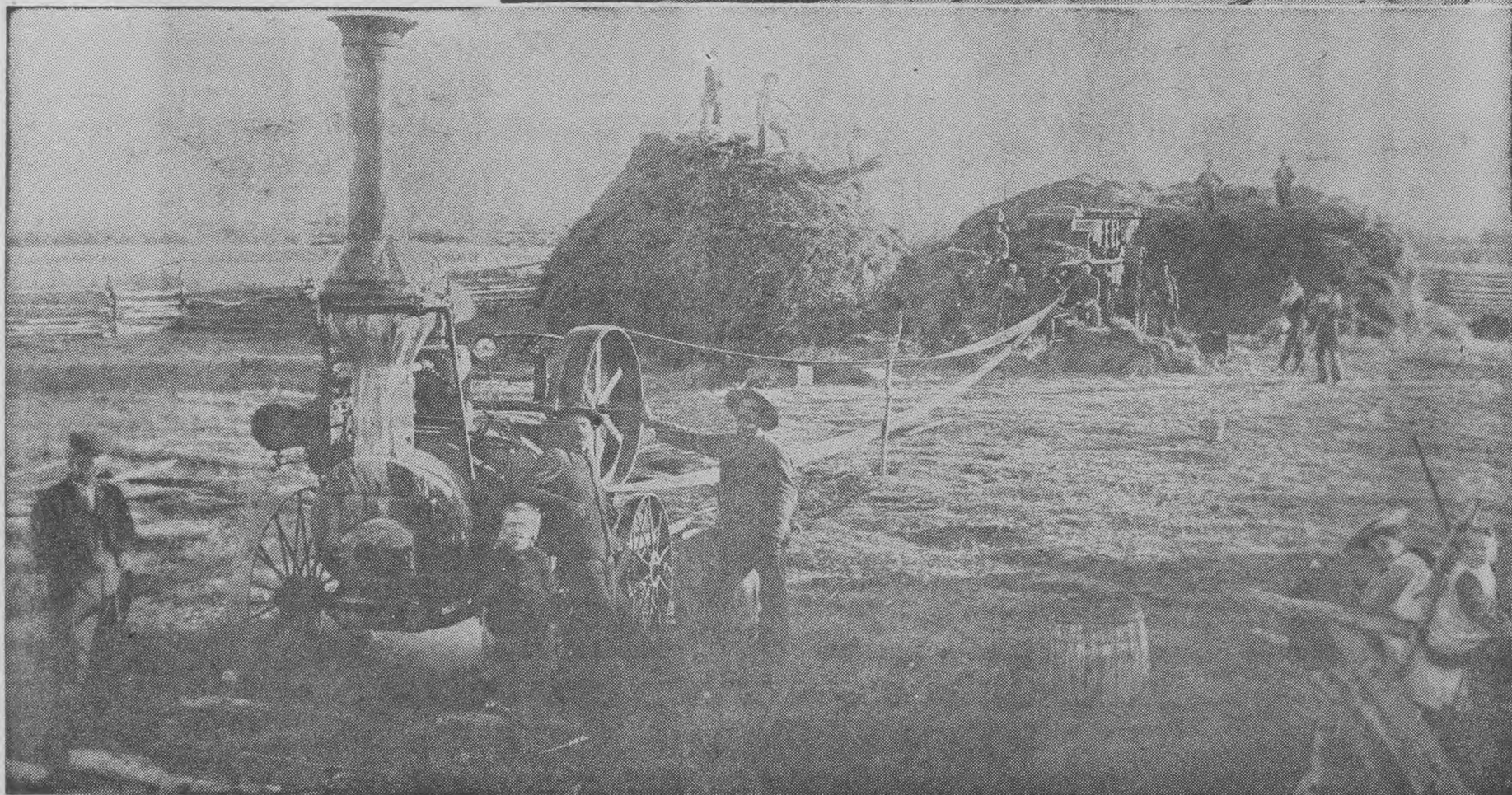
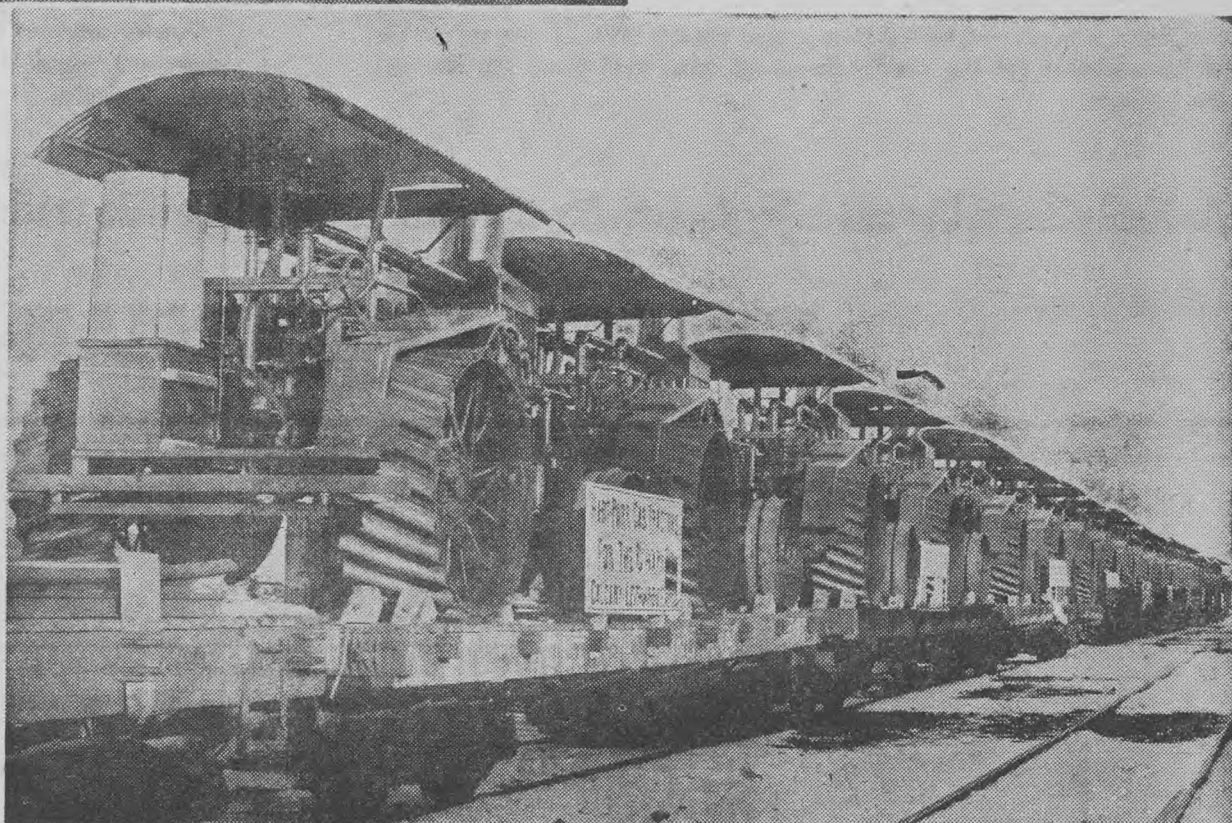
PICTURE BUTTE and DISTRICT CHAMBER OF COMMERCE

When Hours To Work Included Leisure Time



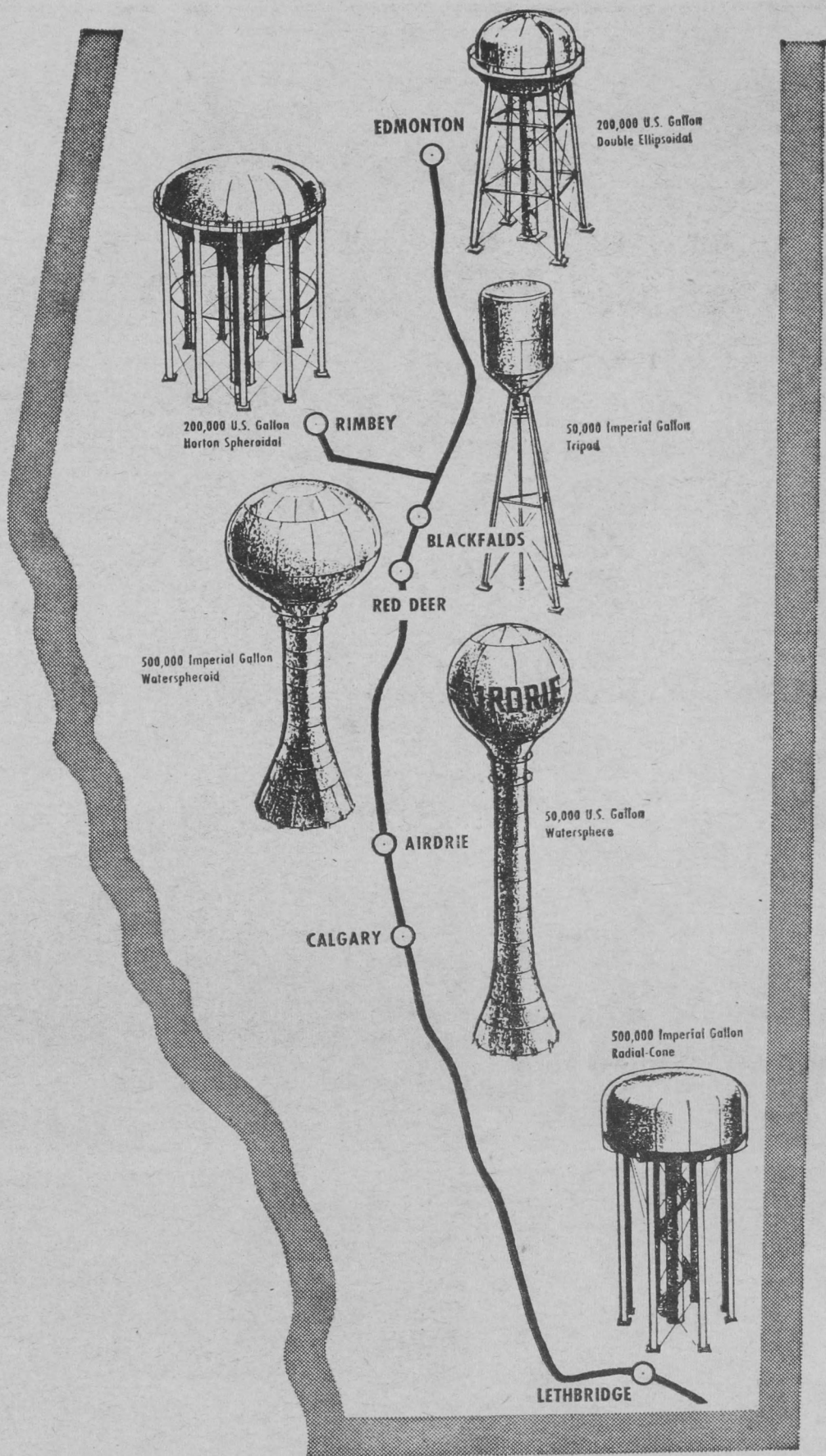
18 horses pulling chisel plow on Maxwell farm in 1922.

Trainload of Hart-Parr gas tractors in transit from east to Calgary and Lethbridge.



Shackleton Brothers Threshing Outfit, 1898

LANDMARKS OF PROGRESS



HORTON ELEVATED TANKS MARK THE WAY TO THE NORTH

Steel tanks store water best . . . and Horton elevated tanks, in a wide variety of designs and sizes, add to the appearance of any landscape. All Horton tanks are designed and built in accordance with AWWA (Canadian Section) or Canadian fire-underwriters regulations and furnished to exacting specifications. For information, or tenders, write our Calgary office.

HSW 6512



HORTON STEEL

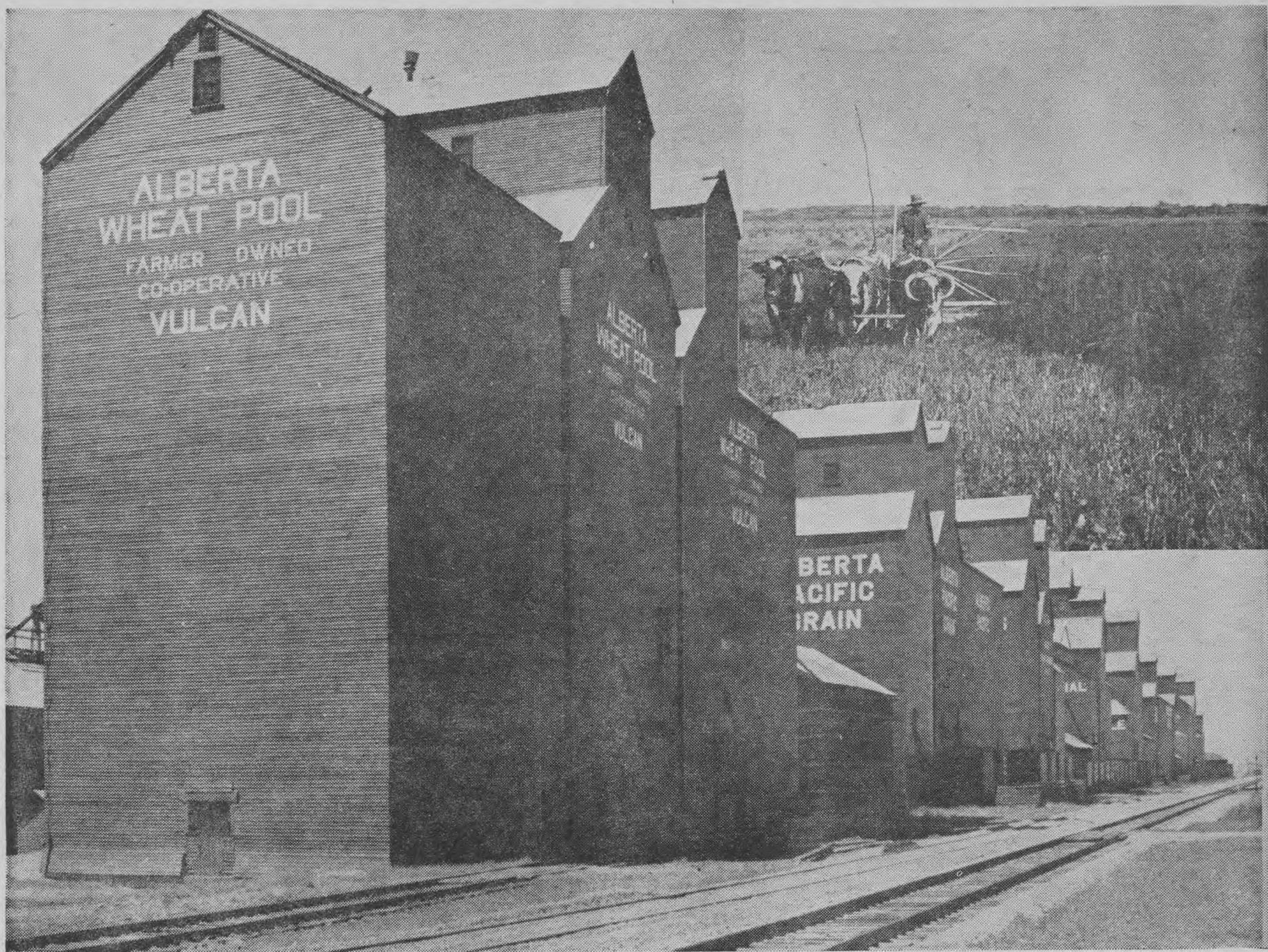
WORKS, LIMITED

25 ADELAIDE STREET WEST, TORONTO, ONTARIO

Plants: Fort Erie and Lethbridge

TANKS AND STEEL PLATE WORK FOR ANY INDUSTRIAL ASPECT

Hands Of Time Have Shown Marked Changes



WOOL



TOPS IN RETURNS TOPS IN SERVICE

The Canadian Co-operative Wool Growers have served the interests of Canadian sheepmen and the wool industry for over 47 years.

Complete facilities for the grading and marketing of Canadian fleece wool is offered through our warehouses and affiliated organizations from coast to coast. Our specialized experience in this work is at the service of all growers and the trade.

We extend congratulations to the Province of Alberta on its 60th Anniversary and to all the citizens of this fine province who have contributed to its growth and great success.

CANADIAN
CO-OPERATIVE

WOOL GROWERS

LIMITED
TORONTO

AND

SOUTHERN
ALBERTA

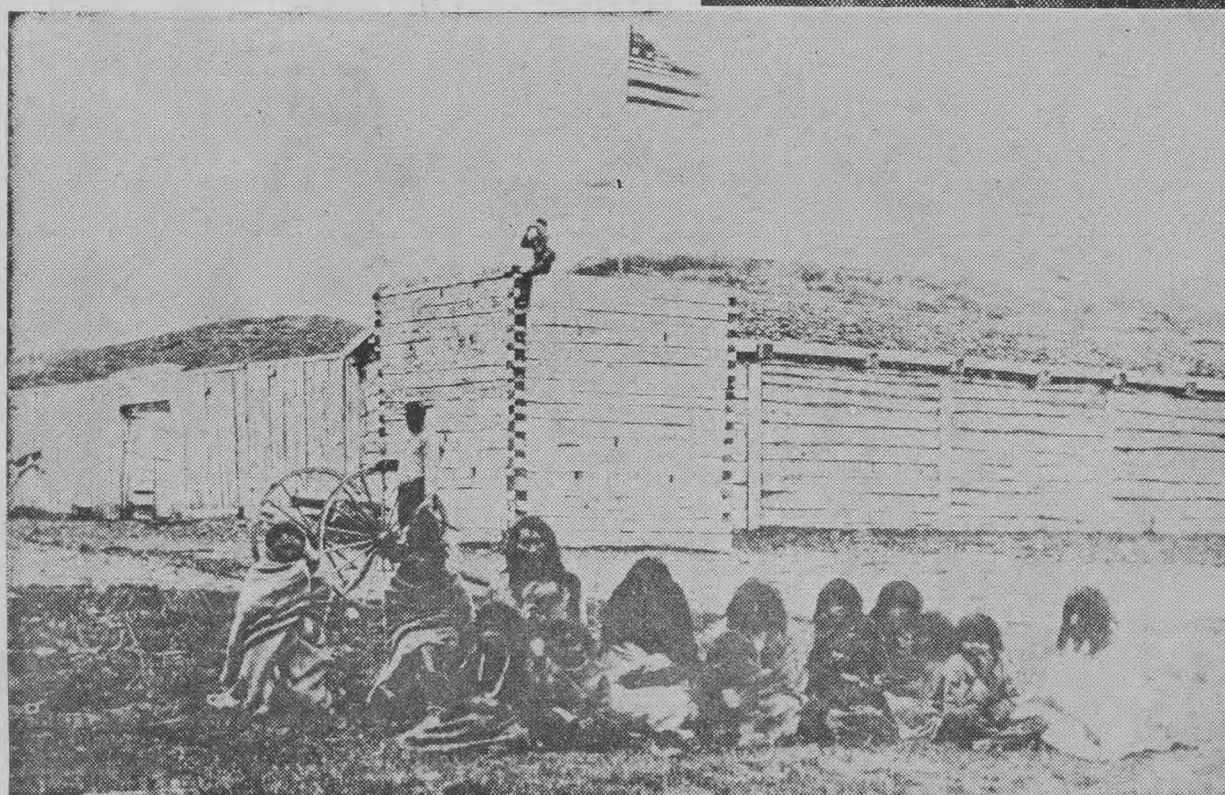
SHEEP BREEDERS

LIMITED
LETHBRIDGE

Edmonton, capital city of Alberta and the province's largest centre, once looked like this. Photo at right shows old Fort Edmonton, N.W.T., founded in the very early days by the Hudson's Bay Company. It served as a key trading centre for the entire region as it does today.



1281. HUDSON BAY CO'S FORT, ST EDMONTON, N.W.T.



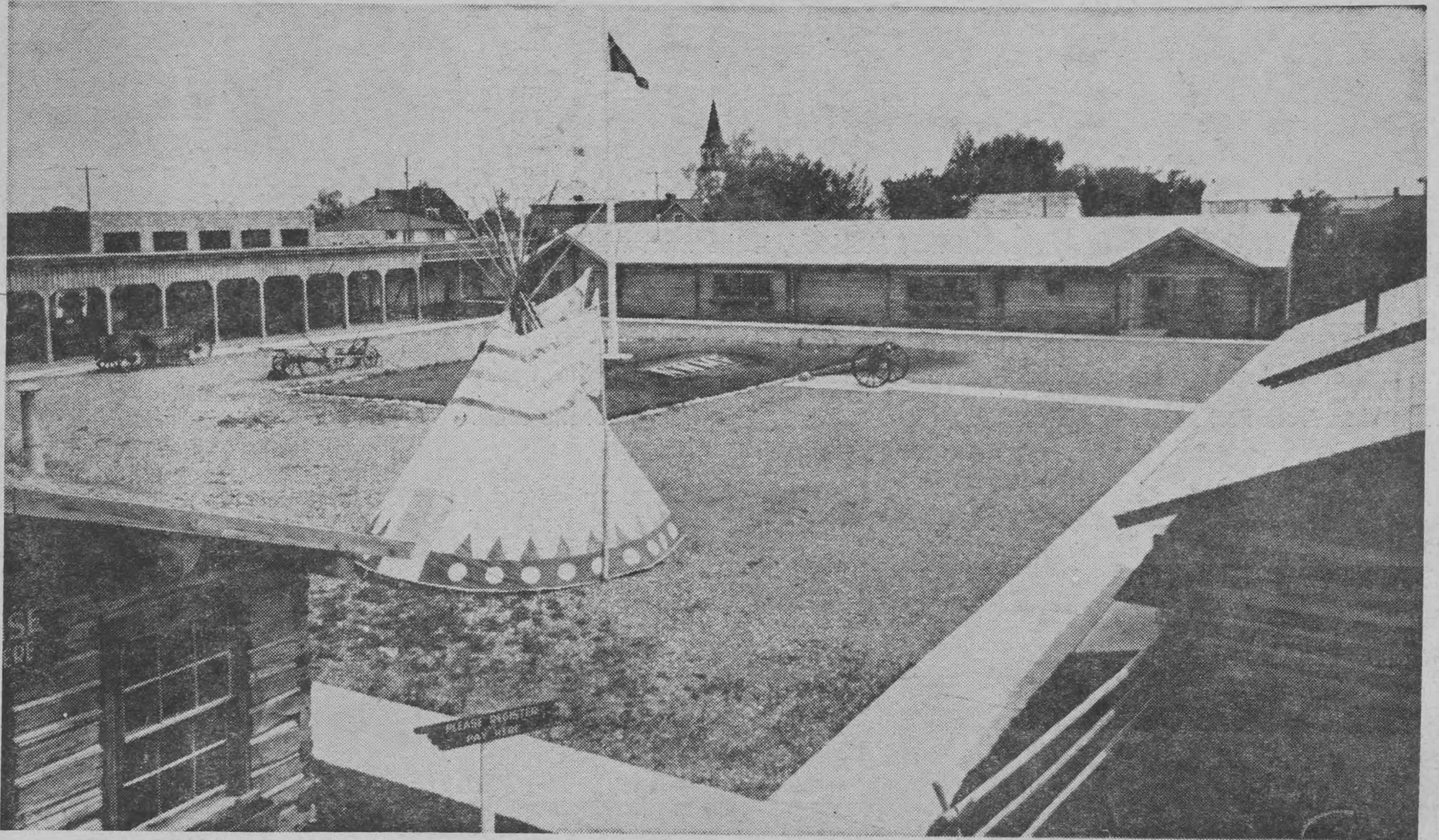
One of the main reasons the North West Mounted Police made their famed westward trek in 1874 was to bring law and order to the opening west . . . law and order to centres like Fort Whoop-up located at the junction of the Oldman and St. Mary rivers. The fort was built by two adventurous Americans, Heally and Hamilton who flew the American flag on British soil. Originally called Fort Hamilton, the founder's name soon gave way to the more descriptive appellation "Fort Whoop-up." Built in the late 1860s, the old fort burned down and had to be rebuilt. Lethbridge associates its earliest beginnings with Whoop-up.

Old Fort Calgary, shown at right, also had a colorful history, but it never quite matched that of some of the other centres. Shown is Calgary in 1891.



Most famous fort of all in Alberta was Fort Macleod. When Col. James Macleod of the North West Mounted Police was unable to purchase Fort Whoop-up at the end of his westward trek in 1874, he moved on to an Island in the Oldman River just east of the present site of Fort Macleod. It served as police headquarters for the region. Photo at left shows main street of Macleod about 1882. High run-off water in the spring isolated the old fort on many occasions and eventually it was rebuilt on the present townsite.

FORT MACLEOD



Pictured above is Fort Macleod's outstanding museum (exact replica of the original Fort built in 1874)

Alberta's Oldest White Settlement

Fort Macleod was established in 1874 by the NORTH WEST MOUNTED POLICE and moved from the original site on the island to its present location in 1885

Fort Macleod (often known as the cross roads of the south), is a thriving town situated on the banks of the Old Man River, at the intersections of the highways no. 2 and 3. The ever increasing population of 2800 is serviced with up-to-date electric, water, and sewer systems. Fort Macleod boasts of having more paved streets and sidewalks than any other town twice its size in Alberta. They are equally proud of the residential area with neat attractive homes and yards. Well lighted streets . . . and a bright modern shopping centre add to the beauty of Fort Macleod.

The Secretary Treasurer for Fort Macleod is Mr. S. A. Bent

TOURIST CENTRE

Fort Macleod serves visitors to Alberta with clean, modern, hotel, motel and restaurant facilities.

CHURCHES

Anglican, Presbyterian, Roman Catholic, Salvation Army, United Church, Dutch Reform, Lutheran and new LDS churches.

SCHOOLS

New high and elementary schools house approximately 1,400 pupils. The principal of the high school is Mr. G. Wallis and the elementary school principal is Mr. M. D'Andrea.

SPORTS FACILITIES

Facilities include: Heated swimming pool, artificial ice skating rink, curling rink and nine-hole golf course.

FARMING AND RANCHING

Fort Macleod is the centre of good mixed farming and ranching districts.

MEDICAL SERVICES

Six doctors, new 32-bed Macleod Municipal Hospital. We are also very proud of our new Veterinary Clinic.

HOMES FOR THE AGED

New Pioneer Lodge (capacity 50 guests), new 50-bed Nursing Home.

FIRE PROTECTION

New Fire Hall with 23 voluntary firemen.

INDUSTRIES

Industry plays an important part in the economy of Fort Macleod: Fort Plywood and Lumber Ltd., 125 men; National Castings Ltd., 30 men; Department of Highways, 60 men; General Coach Works of Canada Ltd., 125 men; Fort Macleod Auction Market Ltd. . . . (fastest growing auction market in Alberta).

CHAMBER OF COMMERCE

A live Chamber of Commerce which is a member of the South Alberta Tourist Assoc. and the Alberta Tourist Assoc. works in harmony with the town council in any matter pertaining to the welfare of tourists and matters of public interest.

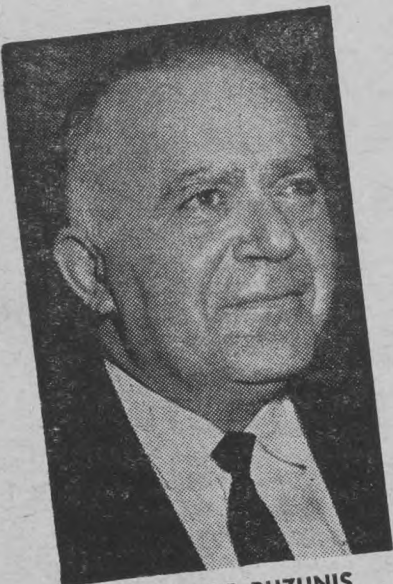
LODGES

Elks, Canadian Legion, Rotary Club, Lions Club, Eastern Star, I.O.O.F., Masonic and Rebekahs and Knights of Columbus.

A REAL WESTERN WELCOME AWAITS YOU AT FORT MACLEOD

THIS ADVERTISEMENT SPONSORED BY:

**TOWN OF FORT MACLEOD and
FORT MACLEOD CHAMBER OF COMMERCE**



GEORGE BUZUNIS
Mayor



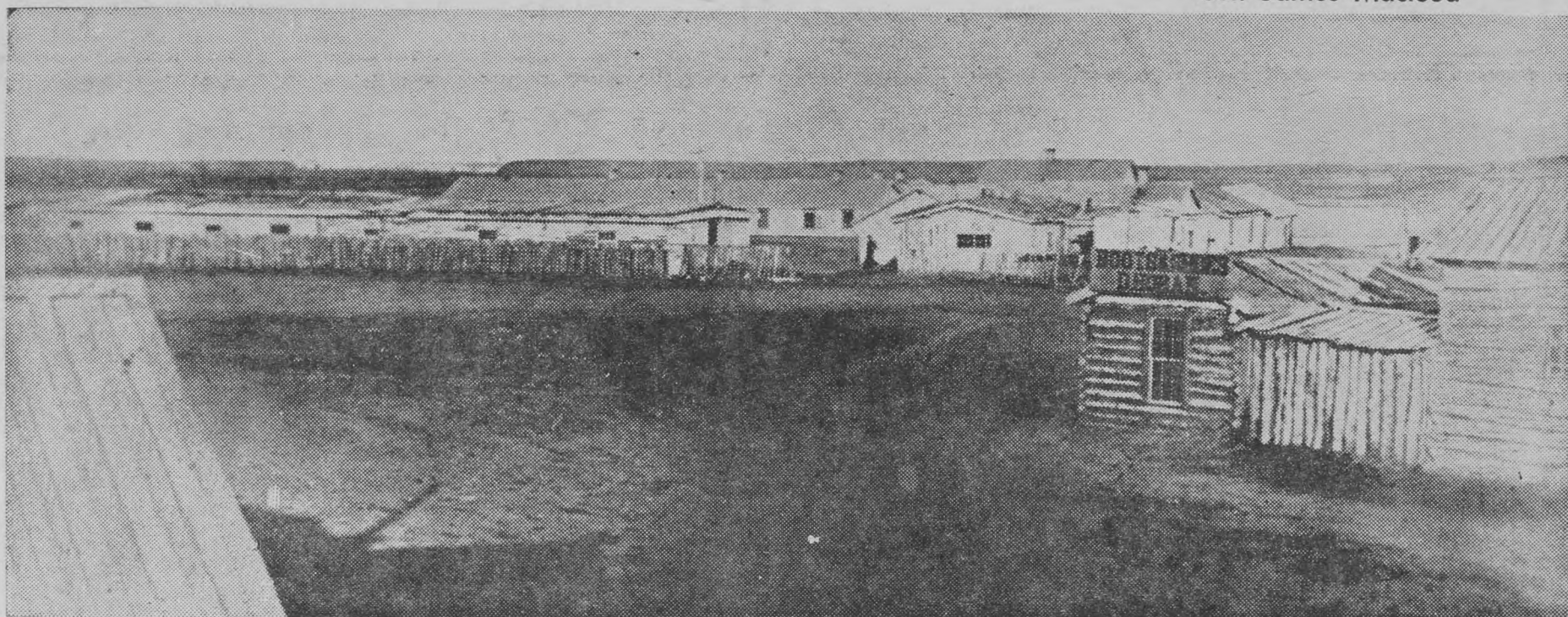
KARL FRIESEN
President
Chamber of Commerce

Arrival Of NWM Police Changed New Land

Commissioner James F. Macleod, NWMP, shown here in a uniform worn by officers of the NWMP during early days of Fort Macleod, is the man who founded Fort Macleod and for whom the town is named. He selected the site for Fort Macleod in 1874 when his force of recruits, sent from eastern Canada to establish law and order in the west, reached their destination at the foot of the Rocky Mountains. From Fort Macleod police detachments were set up throughout the area.



Col. James Macleod



Old Fort Macleod In 1878



In 1885, the year Lethbridge was founded on its present site, the frontier settlement was visited by the governor-general of Canada, His Excellency the Marquis of Landsdowne. When he came here in August of that year, much of the original settlement, known as Coalbanks still remained

in the river valley immediately west of the city's present downtown business section. And it is there that the above picture shows His Excellency's North West Mounted Police escort on parade. Later the Mounted Police establishment was moved to the new townsite.



The Well Dressed Man

demands respect . . . and emanates a sense of poise and well being. This he achieves and more by buying his clothes from STAN'S MEN'S WEAR. It costs NO MORE!

STAN PESZAT is an expert tailor with many years experience. He personally sees to it that his customers are properly fitted and completely satisfied.

STAN'S MEN'S WEAR HAS OVER THE PAST 30 YEARS BECOME KNOWN AS A LEADER IN STYLE AND QUALITY

Our Famous Brand Names Include:

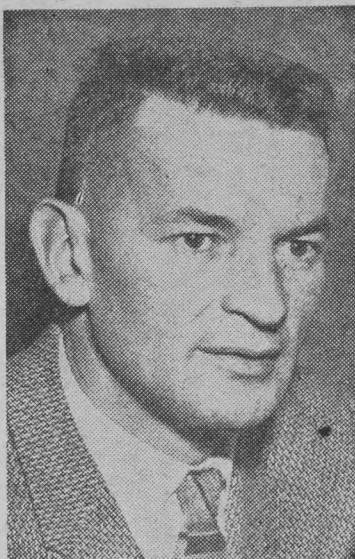
- SAMUELSON
- SAVILLE ROW
- MICKEY ALLEN

Stan's Men's Wear

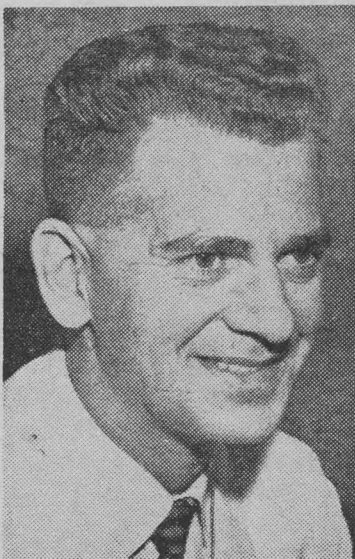
STAN PESZAT, PROP.

321 5th Street S.

Lethbridge



Mr. "TOM" McCREADY
Co-Owner



MR. "MAX" BAINES
Co-Owner

We are proud to be carrying on a Tradition of Service, Care and Integrity, to Southern Albertans, Established Over 56 Years Ago . . .

We take this opportunity to extend our sincere thanks to our many friends and customers throughout Southern Alberta for their unfounded faith and support of our firm throughout the years. We look forward to being of even greater service in the future.

McCREADY-BAINES

PHARMACY LTD.

614 3rd AVE. S. LETHBRIDGE
PHONE 327-3555

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CHRYSLER HEADLINERS FOR '65

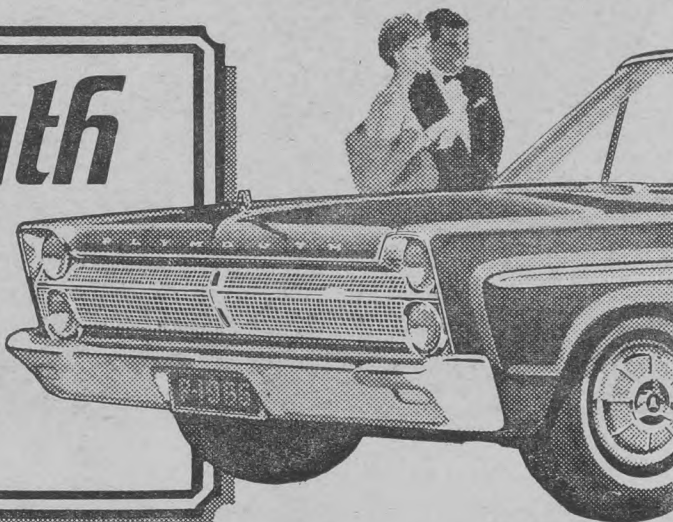


Plymouth

BIGGER — ALL-NEW: PLYMOUTH '65

Everyone's going for this flashing, mile-eating tiger on the road! It's bigger than ever—inside and out. Dashing new styling, sizzling new 'tiger-power.' Choose from 28 brilliant models in 4 great series.

SPORT FURY • FURY III • FURY II • SAVOY



5-YEAR 50,000-MILE POWER-TRAIN WARRANTY

Finest in Automotive History: This famous Power-Train Warranty covers every Chrysler product. It tells you two important things about the Chrysler people . . . the confidence they have in the way their products are built, and the concern they feel for those who buy their products.



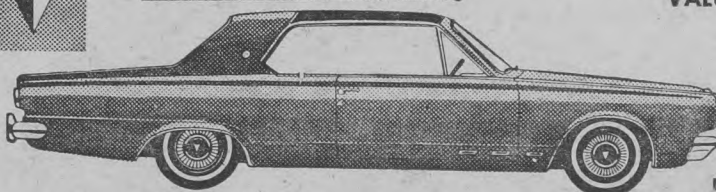
**CHRYSLER
CANADA LTD.**

**NOBODY BEATS VALIANT FOR
VALUE AND CHOICE**

NEW VALIANT 200 SERIES
Bigger, bolder, powered to perform! Take your choice from 16 brilliant and beautiful new models in economy 6 and big V-8 power!

NEW VALIANT 100 SERIES
Nifty, Thrifty, Priced To Please!
The brand new Valiant in a brand new family size! Fourteen models to choose from — all priced to please!

VALIANT



Fleming MOTORS

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**USED CAR
DISPLAY**

Cor. 10th St. and
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CHRYSLER



Enjoy the Chrysler Way of Life

Chrysler's brilliant new styling, combined with unbeatable engineering and unique warranty offer you an exciting brand of driving satisfaction — move up to a new way of life. The Chrysler way of life. Your Chrysler dealer has the "key". Test drive a Chrysler today.

LOOK FOR THIS SIGN
WHEN BUYING A
USED CAR!

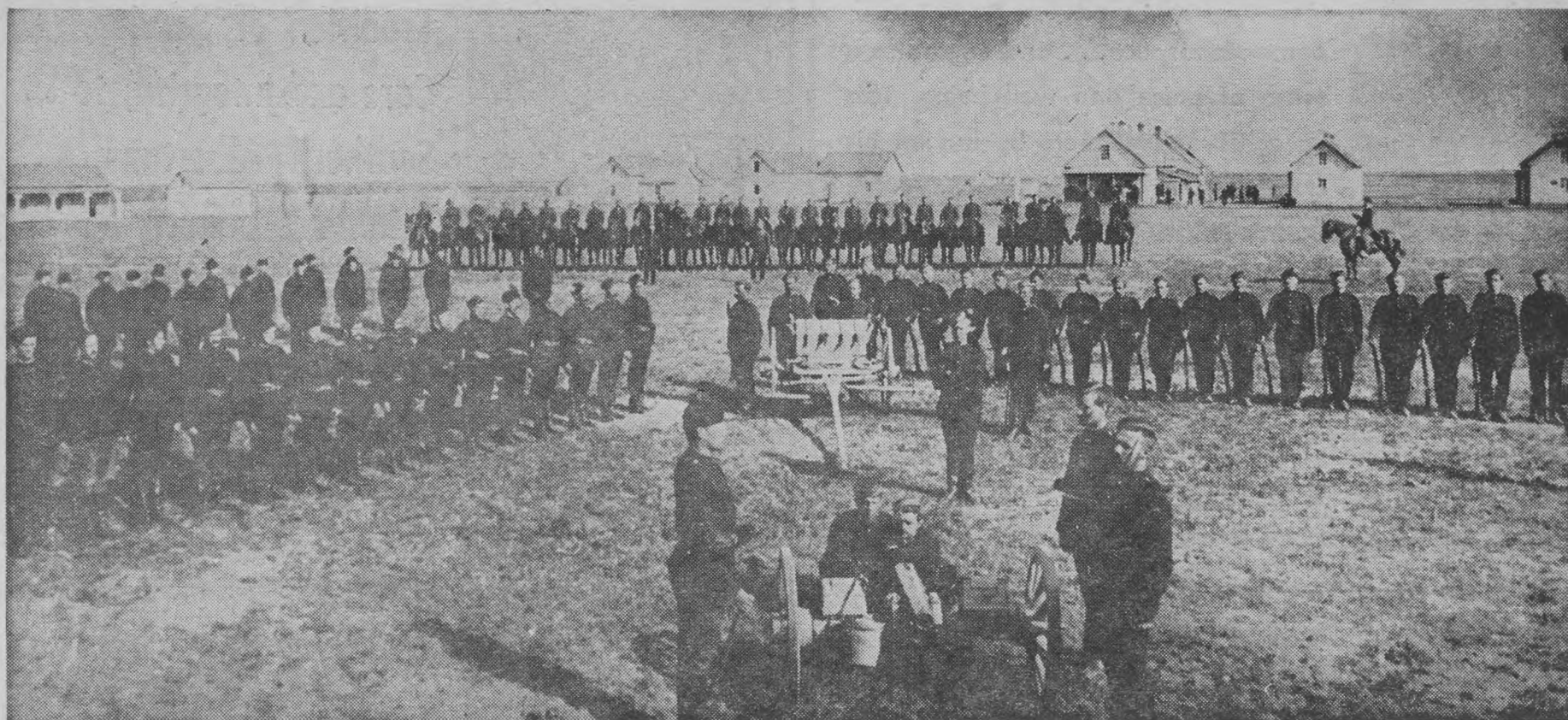


LETHBRIDGE'S EXCLUSIVE

IMPERIAL

DEALER

Force Built Strong Reputation From Outset



With the arrival of the North West Mounted Police, law and order was gradually established in southern Alberta. The first contingent arrived in 1874 with orders to close the notorious Fort Whoop-Up, end contraband whisky trading with the Indians and to protect the increasing flow of

settlers. The contingent established headquarters at Fort Macleod named after the assistant commissioner who headed the group. Above photo shows the force on parade. The NWMP built a strong reputation from the outset.



NWM Police officers in uniform in 1874. Sitting is Captain John French, Inspector Francis Dickens, son of famed poet Charles Dickens, is officer with beard.

"Thank You"

Lethbridge and Southern Alberta for your valued patronage of our Lethbridge Branch Store over the past 10 years.

Jordan's trained specialists are at your service day or evening to help you select your carpet from the largest stock in western Canada.

You are always welcome to drop in and browse around our store and see our

BEAUTIFUL EXCLUSIVE

- Domestic and Imported BROADLOOM
- Rugs from INDIA
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Remember — Jordan's personnel are experts. Please feel free to seek their advice on any home decorating problem.



ONE LOCATION ONLY — DOWNTOWN AT 315 6th STREET S.
PHONE 327-1103 FOR SERVICE RIGHT IN YOUR OWN HOME.



*"Your Goodwill
Our Greatest Asset"*

TELEPHONE 328-3336

GASOLINES - DIESEL FUEL

HEATING OIL - PROPANE

SEVENTY SEVEN OIL COMPANY LTD.
LETHBRIDGE, ALBERTA, CANADA

15 GOOD REASONS

Why You Should Support
the
ALBERTA WHEAT POOL

POOL ELEVATORS

- ARE OWNED AND CONTROLLED BY FARMERS;
- ARE FINANCIALLY SOUND AND EFFICIENTLY OPERATED;
- RENDER SERVICE AT COST;
- GIVE ONLY CORRECT WEIGHTS, GRADES AND DOCKAGE;
- GUARD AGAINST EXPLOITATION;
- OPERATE ON A CO-OPERATIVE BASIS — NOT FOR PROFIT;
- BRING PROSPERITY TO RURAL COMMUNITIES THROUGH SAVINGS;
- GIVE PRIDE OF OWNERSHIP TO MEMBERS;
- PLACE MARKETING CONTROL IN HANDS OF THE FARMER;
- CONTINUALLY STRIVE TO IMPROVE SERVICES;
- ARE MANNED BY A WELL TRAINED STAFF, DEDICATED TO SERVING GRAIN PRODUCERS.

THROUGH THEIR OFFICIALS, POOL ELEVATORS

- OPPOSE SPECULATIVE MARKETING OF PRODUCERS GRAIN;
- WHOLEHEARTEDLY SUPPORT THE CANADIAN WHEAT BOARD;
- ENCOURAGE TRAINING AND DEVELOPMENT OF FARM YOUTH;
- ENCOURAGE AND ASSIST AGRICULTURAL RESEARCH.



May We Extend Our Congratulations to the
PROVINCE OF ALBERTA
On the occasion of its 60th Anniversary

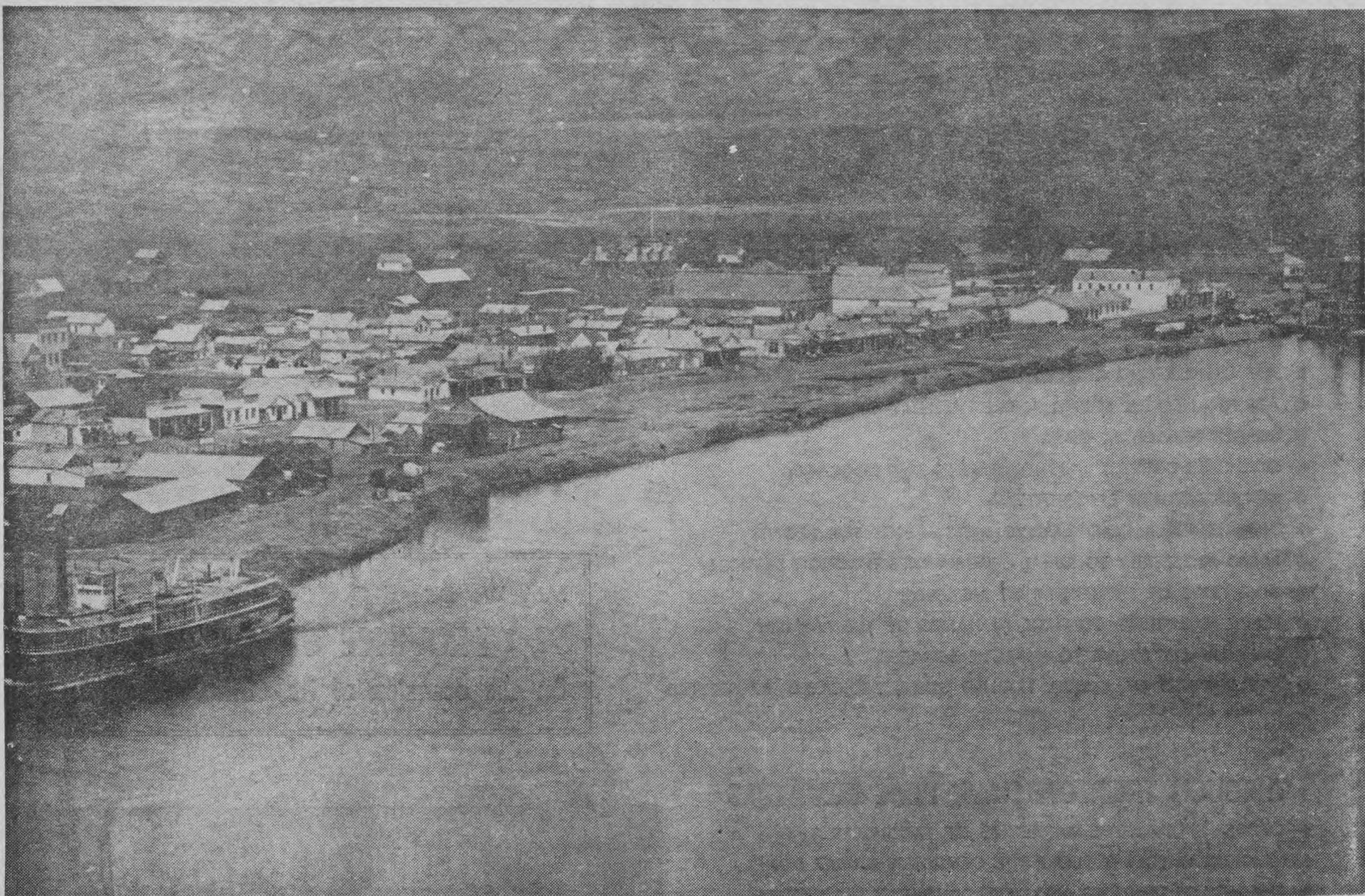


ALBERTA WHEAT POOL
Farmer-Owned Co-operative

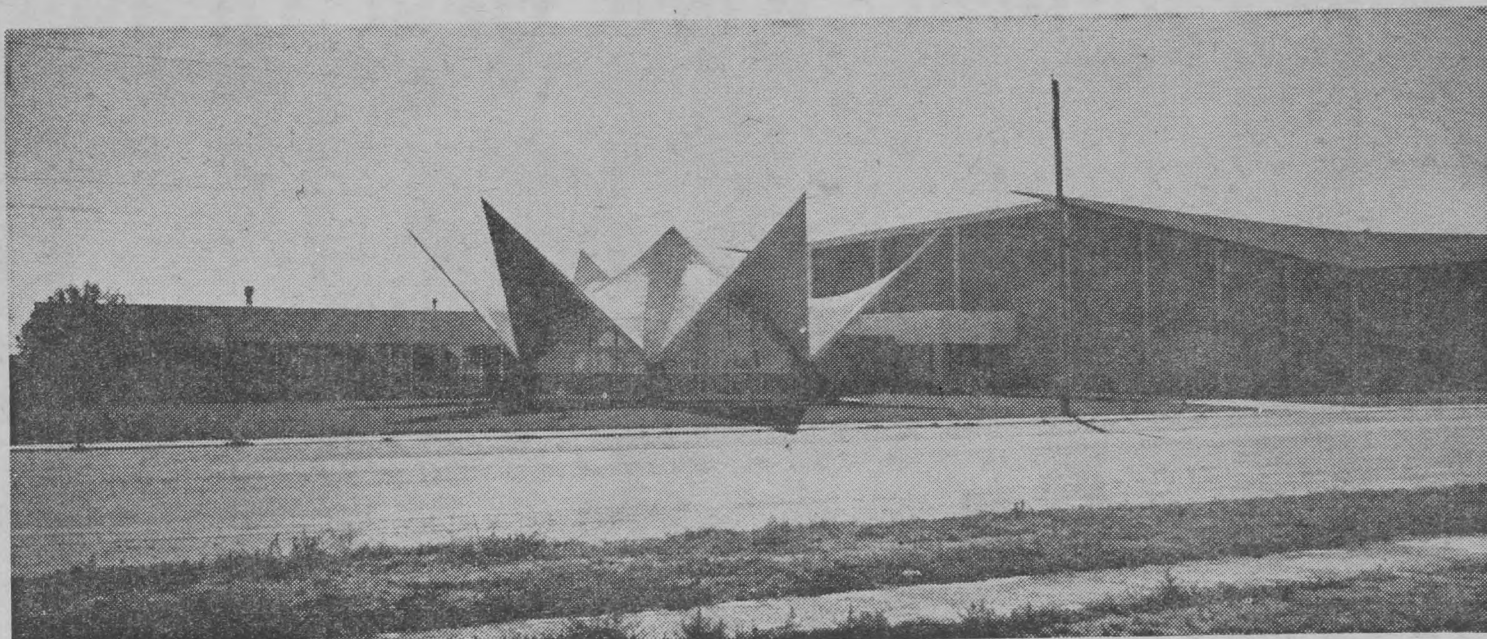
Fort Walsh Was First Fort In Southeast



After arriving from the east the NWMP force established outposts in the south. Fort Walsh played a key role south-east of Medicine Hat. It served as a breeding centre for horses and kept in close liaison with U.S. Authorities to the south.



A main supply centre in earliest days for settlers and police in southern Alberta was Fort Benton in Montana. Freight arrived there by riverboat up the Missouri River, then overland by wagon train.



Taber School Division's W. R. Myers Senior and Junior high school featuring it's ultra-modern arts room. The school, one of six in Taber, is being expanded to include facilities for limited vocational training.

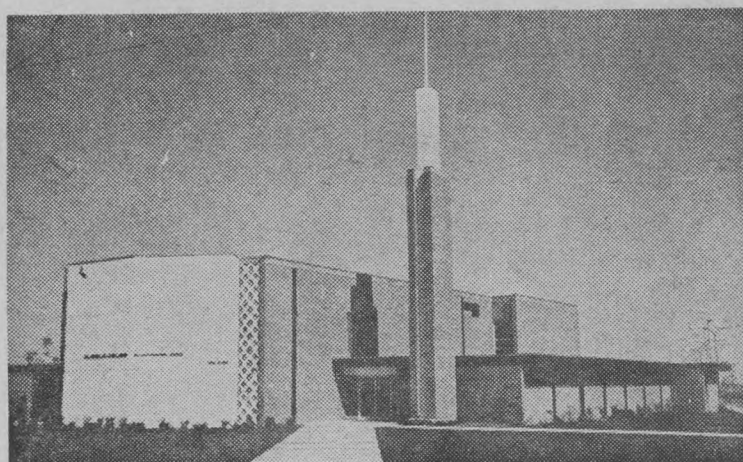
TABER

The Largest Town and Fastest Growing Community in Southern Alberta

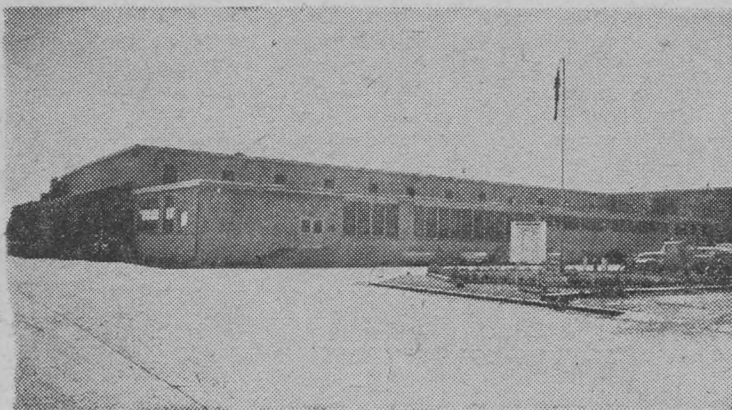
The basis for success and well being in a highly competitive computer-controlled space age is the education of the youth, for which Taber is well-equipped. From Taber's elementary and secondary schools, many have gone on to higher education, to their places in the fields of education, medicine, agriculture, science, industry and commerce in various parts of the world. And, equally, has Taber attracted professional people who now contribute to make Taber . . .

"THE COMMUNITY WITH THE ASSURED FUTURE"

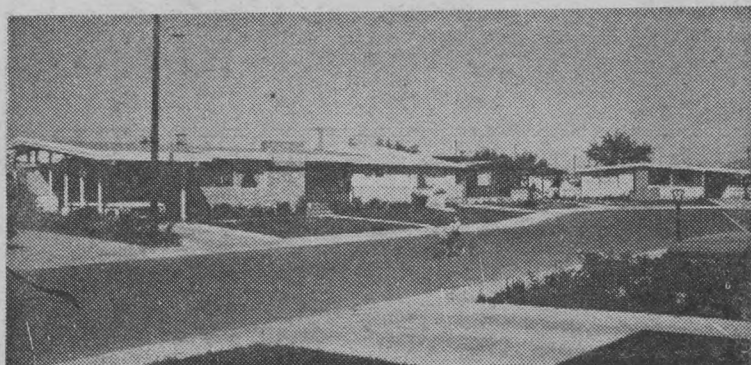
Religious, cultural and entertainment needs of the residents of Taber and district are provided for by numerous churches, a community centre with swimming, skating, curling, along with recreation parks, halls, service clubs, etc. Medical and hospital services are above average and keep pace with the ever-expanding commercial area of Taber.



Cornwall Canning Company, vegetable canning factory, along with Canadian Sugar's expanded sugar manufacturing plant, are major industries. Oil production, strip coal mining, potato processing and many other businesses make up the industrial population of the town



An ever-widening residential district of up-to-the-minute homes; complete facilities, wide paved streets; provides accommodation for the town's 4,500 residents, with new areas now under development.



And those Golden Years, when privacy, along with companionship are desired, are adequately satisfied in the beautifully landscaped Clearview Lodge — Taber's Senior Citizens' home.



TOWN OF TABER — TABER CHAMBER OF COMMERCE

There by the river up the Missouri River, then onward by water trail.

Men And Uniforms Were Held In Respect



Artillery Detachment D and H Divisions NWMP, Fort Macleod In 1880s

The Villages of
FRANK AND BELLEVUE
Congratulate
The Province of Alberta
 on its
60th ANNIVERSARY

On this memorable occasion we also congratulate the oldtimers and pioneers, the men of courage, strength and foresight who laid the foundations for this great Canadian province.

Mayor Ludwig Margetak and councillors John Kerr, Milton Dypolt and Sec.-Treas. Audrey Painter of the village of Frank.

Mayor Mrs. H. A. (Clemence) Jepson, councillors — Tyce Vastenhout, William Harper, Frank Plowman, Pete Gianino and Sec.-Treas. Clarence Woodward of the village of Bellevue.

Congratulations
ALBERTA

We are proud to have taken a leading part in the industrial advancement of the province of Alberta. From a humble beginning more than 60 years ago to a collective peak of nearly 1½ million tons of coal produced in one year the mines now operated by this company have contributed mightily to the monetary wealth of the province.

Coal still has an important place in the economy of the nation and we face the future with confidence.

COLEMAN COLLIERIES LIMITED

COLEMAN, ALBERTA

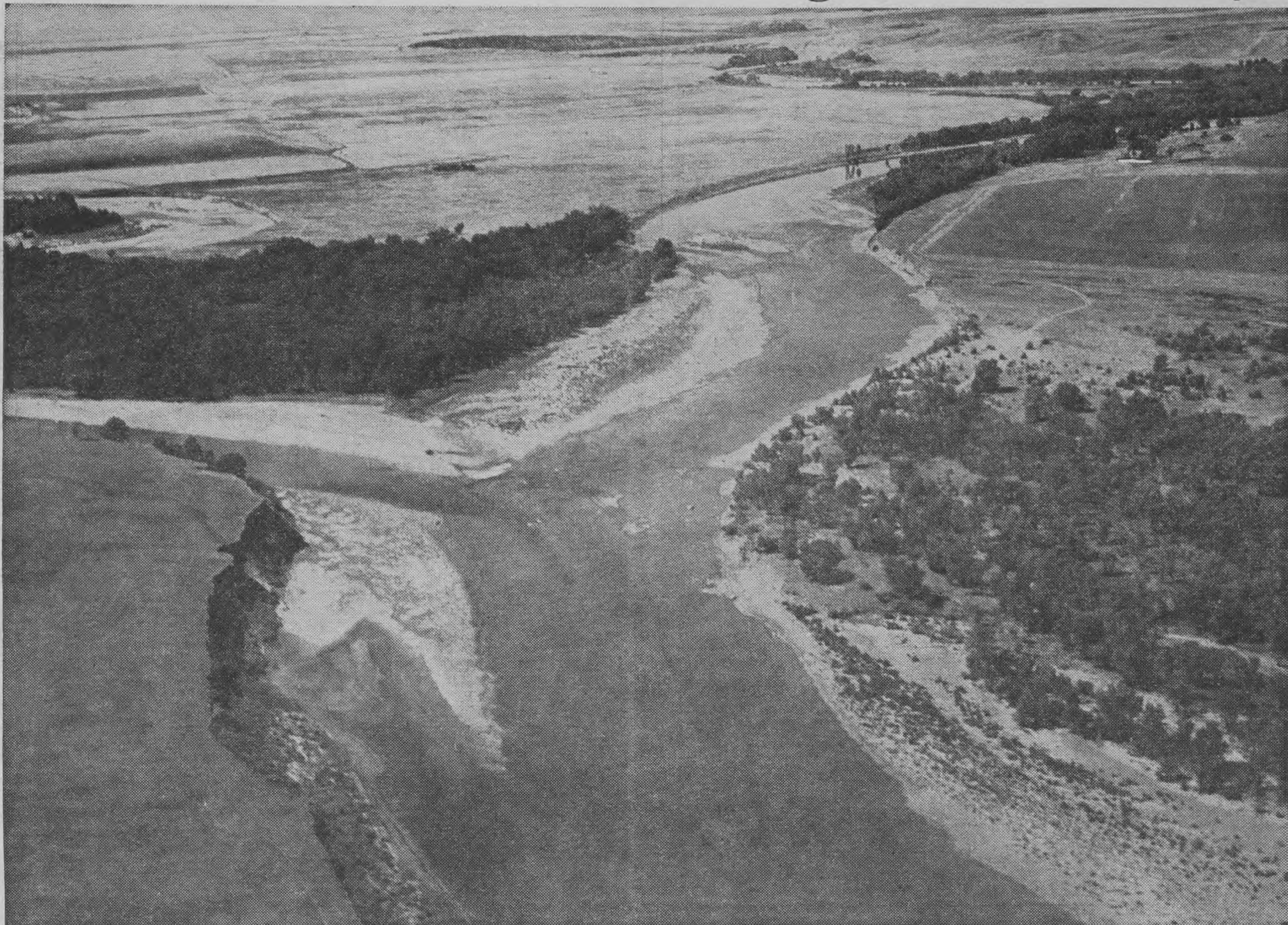
Producers of SUPERIOR QUALITY BITUMINOUS COAL and BRIQUETTES

THE TOWN OF BLAIRMORE
 EXTENDS ITS
Congratulations and Best Wishes
TO THE PROVINCE OF ALBERTA
 ON ITS
60th BIRTHDAY

AND ALSO TO THOSE PIONEERS THAT HAVE DEVELOPED THE PROVINCE
 MAY THE NAME AND THE FAME OF BLAIRMORE CARRY ON AS WE DEVELOP INTO A MORE
 PROGRESSIVE COMMUNITY WITH THE REST OF ALBERTA

MAYOR ALRIK TIBERG
 AND COUNCILLORS
 CLAY GILLIS, GEORGE SMITH, LOUIS HUCIK, CHARLES DRAIN, ROGER
 DEMOUSTIEZ, RICHARD KOENTGES AND SEC. TREAS. HAROLD ATKINSON.

Old Trails Followed Along River Valleys



The wagon trails of the early days followed along near sources of water wherever possible. In many places there were rest, or half-houses. Some of these were located at points where the trails left the river valley and headed across country to other centres. These stations were referred to as "Leavings." The above photo is of the junction of the Oldman and Belly rivers south of Monarch. Top right hand of photo marked by dark line shows a "Leavings" that came into being well before the turn of the century and still stands today.



Fort Macleod Police Barracks 1894 With Group of Indians in Foreground

DOMINION STORES LTD.

FRIENDLY
COURTEOUS
SERVICE

DOMINION STORES LTD.

SHOPPERS' WORLD
421 MAYOR MAGRATH DRIVE
LETHBRIDGE

Congratulations

TO ALBERTA
AND HER MANY
PIONEER CITIZENS

While in the Crownest Pass visit your
Friendly Texaco Dealer for your motor-
ing supplies.

COURTESY OF

JACK W. COLWELL

Distributor of Texaco Products.

CONGRATULATIONS ALBERTA

The Town of Coleman

IS PREPARING THE FOUNDATIONS OF THE FUTURE

During This 60th Anniversary of Alberta as a Province

Marching ever forward with the growing needs for new services. The Town of Coleman strives to keep pace with the needs in the home and industries in our rich South Alberta area.

With this in mind, this community has, over the years, installed and controlled utilities and services for the greater benefit of the citizens. Such town owned and controlled services are: power, water, gas and sewerage.

Other attractions include new modern school and housing subdivisions amid beautiful mountain and valley surroundings, and with the coming of new industries in the area, a period of full employment is being enjoyed.

Coleman is the Western Gateway to Southern Alberta and is the Southern entrance to the Kananaskis Highway in the beautiful Crownsnest Pass.

BEST WISHES TO ALBERTA ON ITS 60th BIRTHDAY

The Mayor, Council and Administrator of Coleman

Buffalo Bone Industry Once Thrived Here



Collecting buffalo bones for shipment was a thriving industry wherever buffalo herds roamed the plains of North America. The bones were piled and shipped off to factories to be made into fertilizer and bone meal. At one time the bones were also burned into a charcoal and used in the purification of sugar. Stockpile as left shows buffalo bone skulls. At centre the buffalo bone collector waits for business in front of his sod establishment. Bottom photo shows a cliff where Indians used to stampede buffalo. At the bottom buffalo bones piled up many feet thick after the slaughters.



TURIN . . .



Congratulations to the Province of Alberta on their
60th Anniversary — We are proud to have
progressed with Alberta

Turin is located 32 miles northeast of Lethbridge on Highway
25, on all-weather paved road, on the eastern edge of the
Lethbridge Northern Irrigation District.

Turin was originally settled by homesteaders from Ontario,
the Dakotas, Minnesota and Missouri nearly 60 years ago, and
is the centre of extensive mixed farming. Sugar beets which are
grown on the irrigated land surrounding Turin along with cereal
grains are the biggest source of income. Cattle feeding and
vegetable crops also add to the economy of the area.

LAMMI'S FARM SUPPLIES
COCKSHUTT AND MAYRATH DEALER
HAIL INSURANCE

B.A. SERVICE
MICHAEL TROFANENKO

MELFORD NORDEAN FARM IMPLEMENTS
MASSEY FERGUSON DEALER

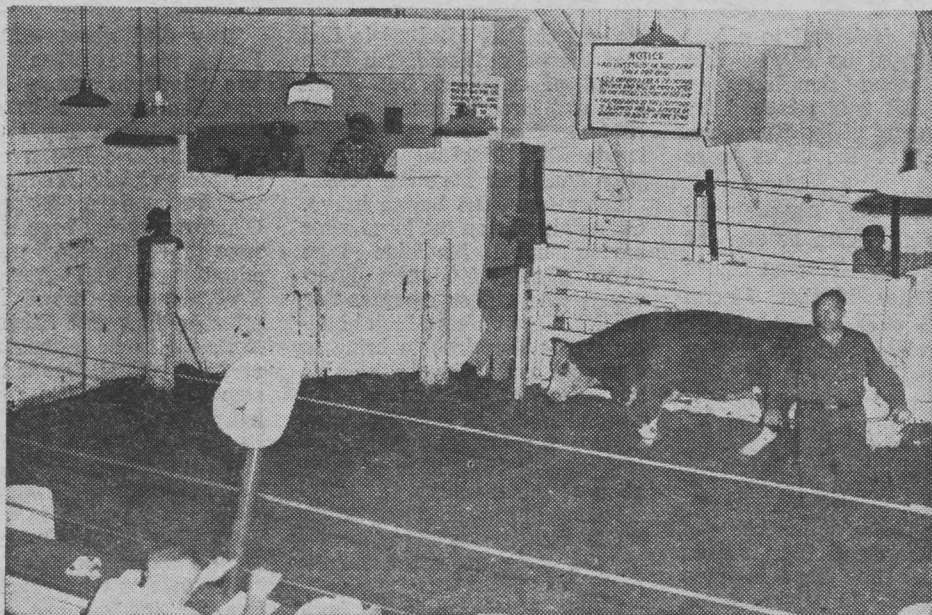
TURIN INN CAFE

TURIN FOOD MARKET

G. W. STAUTH
IMPERIAL OIL AGENT

MONIKI SERVICE
JIM IKEBUCHI — LEON MONFEE

TO BUY - TO SELL



Patronize The Lethbridge Public Livestock Market

1. The first market in Canada to operate on a full time auction basis.
2. The only market to operate a full time feeder and replacement hog sale.
3. The first public market to operate full day long calf sales.

THESE FIRSTS WERE ALL STARTED BY

HAYS and EARL LIMITED

BONDED FOR YOUR PROTECTION

ALBERTA STOCKYARDS — LETHBRIDGE, ALBERTA

PHONE 327-5048 — MAIL S-S-1-1-8



These members of the NWMP were stationed at Fort Macleod in 1890 and, through their ranks became well known in the area. Shown from left

are: standing — Sgt. Murison; Staff-Sgt. Spicer; Sgt. Wilde (shot by Charcoal); Sgt. Cotter and Staff-Sgt. Hilliard. Sitting from left — Sgt. Watson;

Staff-Sgt. DeBarr; Staff-Sgt. Martin; Sgt. Raven; Sgt-Major Barker and Staff-Sgt. Joyce. Reclining is Sgt. McLeod.

Dealings In Buffalo Hides, Murder And Hanging

Standoff Trading Post And Days Of 'Charcoal'

The old trading post of David Lambert Mudiman was built at Standoff, 15 miles south of Fort Macleod, on the Blood Indian reserve in 1883-4 and sold to the late R. N. Wilson in 1886.

David Mudiman operated as a free trader with the Indians under the name of David Lambert. Young Mudiman left his home some 35 miles east of Ottawa when 17 years of age and came to Winnipeg in 1882 and in the spring of 1883 came up the Red River and across to the Missouri and up to Fort Benton, Montana, then by pack train to the Cochrane Ranch in the vicinity of where Glenwood now stands.

He spent six months there and soon picked up the Blackfoot tongue. Very efficient at dovetailing logs he built the trading post and started trading with the Bloods, selling his hides and furs to the I. G. Baker Company.

Once the Indians got hold of either some moonshine or bad whiskey and were on the fight. When they got to the trading post they broke the window, a top pane and a bottom pane.

Young Mudiman never traded in liquor but there were two kegs of beer at the post and when the Indians came demanding liquor he rolled out the two kegs, knocked in the two bungs with a hammer and let the beer run out onto the grass. Seeing this the Indians lay flat on the ground and licked up as much of the beer that they could.

This was the end of the trouble as they appeared satisfied that he had given them all that he had and thus the trading post was saved.

Having a fair knowledge of medicine both in regard to man and horses the Indian medicine men did not understand his method of lancing a wound.

They used to probe and burn it to draw it. Mudiman had to hide his work from the Medicine men and had to tell the Indians that their medicine man was alright, but the evil spirit in the case had to be handled in a different manner and by these means he kept from crossing the medicine man.

Mudiman was heard to speak of Indians bringing in beaver buffalo — that being known as the buffalo hide with curly hair. The Indians used to trade their capes and shirts beaded with elks' teeth for \$10 an outfit.

Mudiman made a study of the Indians' religion and habits and had great admiration for the full blooded Indian. He acquired on one occasion a medicine man's chest or "medicine" containing herbs, charms, etc. While trading at Standoff, an Indian brought in a beautiful white wolf, an albino, a very rare thing.

The Indian, when he found it in his trap, thought at first that it was a yearling white heifer.

Mudiman had considerable trouble with the squaws who would try and steal the buffalo

hides after dark and to off-set this he rigged up a wire that extended along the hides to which a bell was attached for the purpose of giving the alarm when any of the hides were moved.

On several occasions after the bell gave an alarm he ran out and chased the thieving squaw grabbing her blanket from which the squaw would break away leaving Mudiman holding the blanket.

This blanket he would put up for sale in his post and invariably the culprit would appear and purchase her blanket thus disclosing her identity.

The time that diphtheria was prevalent among the Indians they buried their dead in trees on the island in winter time, then came the flood which removed all the bodies which almost covered the island.

In 1885 David Lambert, or Mudiman, went with a survey party through the Crowsnest Pass and while there received his first word of the rebellion.

A little Frenchman and Mudiman were the only two at Crowsnest Lake who wished to leave to enlist with the police and left there at daylight in an endeavor to reach Fort Macleod by 8 o'clock that night as the police were supposed to leave for Battleford or some other point to suppress the Indians.

Both had to swim rivers en route to Fort Macleod and they

arrived at Fort Macleod to find that the police had left a little ahead of schedule, but Mudiman was hired as a scout. They kept him carrying dispatches between Fort Macleod and Calgary and other northern points.

Later when the Indian brave, Charcoal, was on the loose after having killed Medicine Pipe Stem, David Mudiman interviewed the officer commanding the NWMP at Fort Macleod offering his services to bring in Charcoal as he thought with his knowledge of the Indian ways that he would be successful, his offer was refused by the Police who were getting little co-operation of the ranchers.

When Charcoal shot Sergt. Wilde then the ranchers swung in and gave all the aid they could.

David Mudiman knew both Charcoal and Medicine Pipe Stem well. The story of Charcoal has been written many times and not all accounts are correct.

There was no struggle when Charcoal, having left his work at the hay camp, saw one of his wives, Pretty Wolverine (who died Nov. 12, 1946 at the Indian hospital near Cardston) in the arms of her relative Pipe Stem, who hearing Charcoal open the door, turned his head and was hit by a bullet through his skull from Charcoal's rifle and died immediately. Pretty Wolverine later married Black Plume.

They died about 1912. Black Plume died at 78 about 1940. The shack in which Medicine Pipe Stem was shot belonged to "Old Sleeps on Top." Cropped Ear Wolf also had a cabin in the same vicinity. The hay camp was between Hillspring and Glenwood having been the Cochrane range. Charcoal was hanged at the NWMP Barracks at Fort Macleod, March 16, 1897, after he had shot Edward McNeil, the farm instructor; shot at Cpl. William Armer at Cardston, threatened Red Crow, the head chief, who would not sleep in his bed for fear that Charcoal would shoot him through the window, and a Police Scout, "White Calf," slept in the small attic of his cabin pulling his ladder up with him.

Receiving a token from the police for the capture of Charcoal, Green Grass, one of those instrumental for Charcoal's capture was spat on with scorn by some of the Indians of the reserve. Charcoal had also threatened James Wilson, the Indian Agent at that time.

Since the days of Dutch Fred Wachter, who opened the first whiskey post on the site of the present Hutterite Colony, Standoff, has made history and the pioneers of that territory between the rivers saw colorful times.

David Mudiman died in February 1917 after having farmed in the Rathwell district for many years.

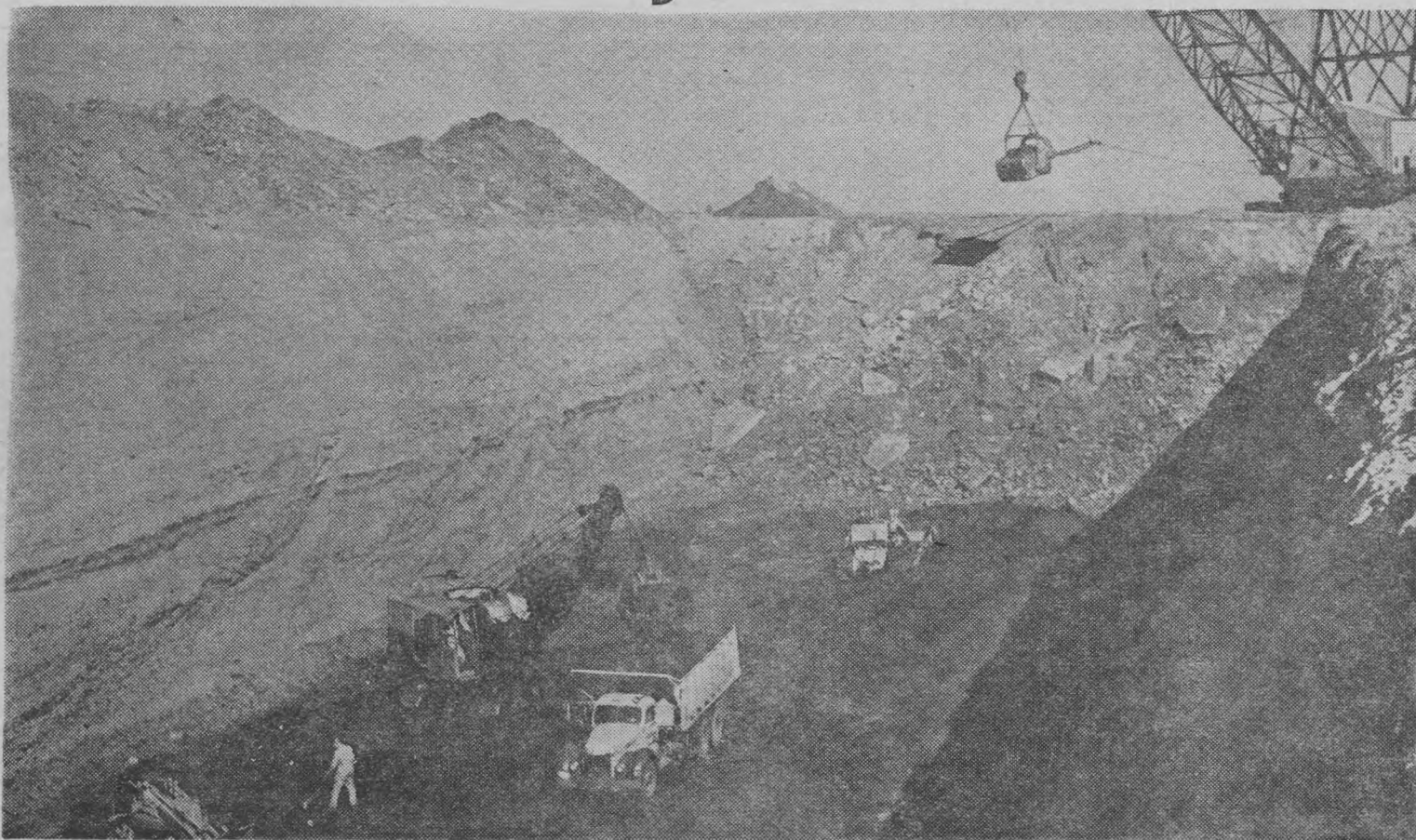


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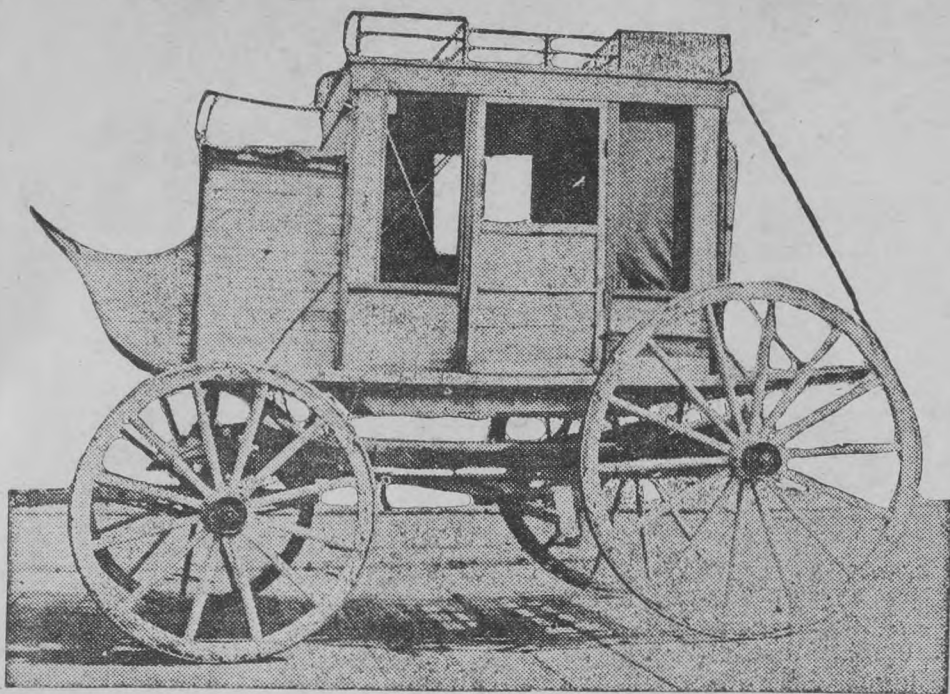
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STRIPPING WITH A LARGE DRAGLINE AND CLOSE LOADING TO INSURE CLEAN FRESH COAL

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Stage Coaches Aren't Just Movie Creations



Stories about stages coaches may seem only like movie myths to the younger generations. Even movies, however, have had a tough time capturing the saga. Top right photo shows the original Lethbridge to Macleod stage. The driver was "Polly" Pollinger, described by the oldtimers as an "artist with horses." The stage is shown leaving the I. G. Baker store at Macleod for Lethbridge, connecting here with the Galt Company railway to Medicine Hat. The photo was taken in the late 1880s. Pollinger's ability with the stage and horses was described only as short of fantastic. His dares on trips were many. Like pilots today, "Polly" was always trying to establish a new record. Top left photo shows the original Calgary to Edmonton stage. At left is the Sicks' Brewery Lethbridge stage of today which attends many functions as a reminder of our history and traditions of the past.



*First Train to Enter Macleod over new line
Bearing members of Alberta Legislature Aug. 8, 1901*

Trains replaced the stages, Photo above shows first train to enter Fort Macleod carrying members of the Alberta legislature after the new Lethbridge - Macleod line was built.

CHAMPION

The Village of Champion with a population of 419 is located 44 miles northwest of Lethbridge on Highway No. 23. Situated in an agriculture area, the town has 5 grain elevators that handled 1,500,000 bushels of grain during 1964.

We Would Like To Extend Congratulations To
The Province of Alberta on Its 60th Anniversary!

4 CHURCHES

The Church of Jesus Christ of Latter Day Saints; Free Evangelical, Roman Catholic and United Churches are represented in our village.

ORGANIZATIONS

Include Royal Canadian Legion, Lions Club, I.O.D.E., U.C.W., C.W.L., O.E.S., Masonic Order, W.I, Auxiliary to the Canadian Legion, Boy Scouts, Girl Guides and C.G.I.T.

LITTLE BOW PROVINCIAL PARK

This popular resort features boating, swimming and fishing. Located 12 miles east of Champion.

SCHOOLS

The County School with grades 1 to 9 inclusive is situated at Champion. Grades 10, 11 and 12 students are vanned to Vulcan.

VILLAGE OF CHAMPION

G. W. MOSES — MAYOR

G. A. Hummel — Deputy Mayor Clarence Rhodes — Town Foreman
E. Nowlin Mrs. Daisy Keenan — Sec. Treas.

**Growing
with
Alberta!**



OUR SUCCESS IS
DUE TO YOU . . .
OUR CUSTOMERS!

JUST AS ALBERTA HAS GROWN
TO BE A MAJOR WESTERN PROVINCE
OVER THE PAST 60 YEARS . . .
LETHBRIDGE'S 'FIRST' SHOPPING
CENTRE HAS DEVELOPED, IN LESS
THAN 10 YEARS, TO BE THE FAVORITE
SHOPPING SPOT FOR THOUSANDS
OF SOUTHERN ALBERTANS.
WE THANK THESE MANY PEOPLE FOR THEIR
FINE PATRONAGE . . . AND WE LOOK FORWARD
EAGERLY TO THE PROSPEROUS FUTURE THAT
LIES AHEAD FOR BOTH LETHBRIDGE
AND ALL ALBERTA.

THE MERCHANTS AND BUSINESSMEN OF
SHOPPERS' WORLD

22 Modern Stores and Offices — All at One Convenient Location —
5th Avenue South on Mayor Magrath Drive



BEAVER BARGAINS

**BUY NOW -- NO
PAYMENTS UNTIL
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- ONE-STOP SHOPPING. All arrangements including building materials, labor, electric wiring, etc. can be included. Use our budget plan now for your new garage, fence, cottage, Crestwood kitchens, rumpus rooms or patios.
- FLEXIBILITY — The Beaver budget plan is tailored to pamper every family budget. Amounts from \$100.00 to \$6,500.00. Repayment terms available from six months to ten years.
- MORTGAGE PLAN—Ask your Beaver Lumber Manager for full particulars on Beaver Lumber Mortgage Plans.



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Exterior Latex
REDUCED
BY **20%**

Utility Hardboard
4' x 8'—1/8" **1.69**
per sheet

Aluminum Doors
1 1/4". **34.95**
All sizes

Ceiling Tile
12" x 12" **14 1/2¢**
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VINYL ASBESTOS
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10 1/2¢
4' x 8' — 1/4"
Woodgrain
Hardboard
per sheet **4.88**

Alumacom Doors Self storing combination
storm window **27.95**

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Beautiful furniture fin-
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Cabinets offer top quality
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Seb. Bosch — Manager
3rd Avenue and 17th Street South Phone 328-4461

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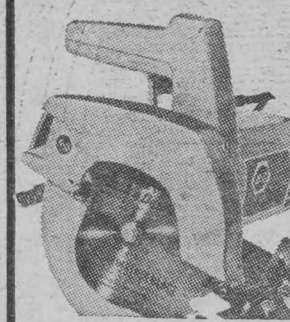
DRILL

- Model B-100
- More efficient Black and Decker built motor, longer life brushes
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Black & Decker 7 1/4 INCH SAW



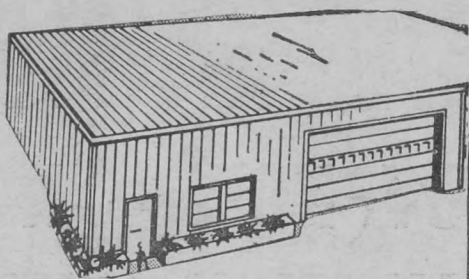
- Ideal for the Handyman
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Low Cost—All Steel Building for
ALL ROUND PURPOSES



UNITED ROCK PICKERS



Full 8' Width 3,000 lb. Hopper
Backed by our 12 years of field testing. 1 1/4" square tires. Highest quality. Guaranteed. Regular price \$1195. **\$799**
Special

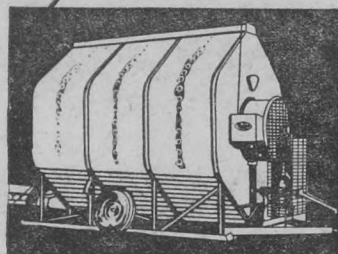
Dryers now being used by many during ordinary harvest weather to rush grain to safe dry storage.

STEEL BUILDINGS ALL SHAPES—ALL SIZES

No Need to Wait for a
Wet Fall Season—

Why Not

DRY YOUR GRAIN FASTER
WITH CONTROLLED AIR MOVEMENT!



GRAIN DRYER

Look at these features that make Behlen America's
Biggest Selling Grain Dryer:

AUTOMATIC GRAIN HANDLING—A system of augers moves grain into the Dryer... distributes it evenly throughout the drying chamber... then removes it automatically after drying.

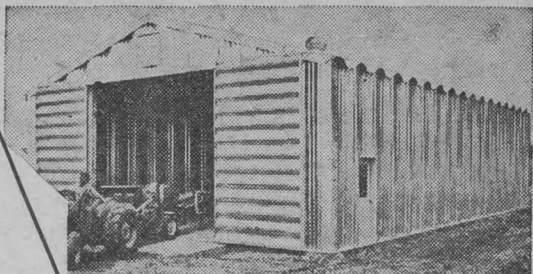
NEW AUTOMATIC MOISTURE CONTROL—Saves time, protects from over-drying. Set controls for the desired moisture content. Behlen Dryer automatically shuts off at the pre-set moisture content.

EXCLUSIVE H/A POWER—Exclusive variable-pitch axial vane fan and high-output Behlen burner give you the right amount and volume of heat and air.

Full "WRAPAROUND" Grain Compartment—Grain in drying chamber is actually "wrapped around" the air chamber. Heated air passes through all grain... gives fast, uniform drying and eliminates the need for costly grain movement.

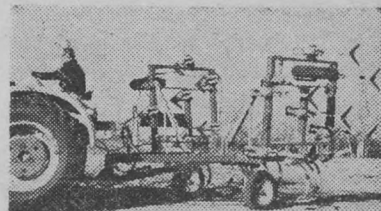
COME IN TODAY and find out about a Behlen Grain Dryer for your farm!

4 Big Size. 250, 375, 500 and 750 bu. Operate off PTO. Burn natural gas or propane.



ROLL - O - FLEX

CHISEL PLOWS

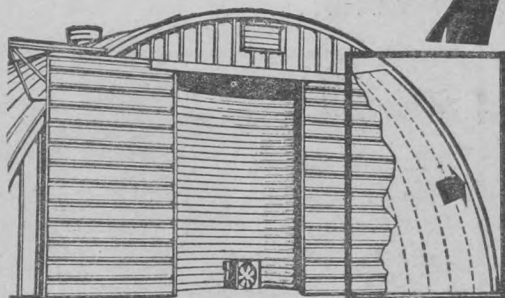


5 year guarantee against shank breakage
Available in wing type to 33' and the standard rigid frame models
EXAMPLE—20' wing type with spring cushion shank holders. (Less tires and tubes). Regular \$1929. **\$1549**
Special (Plus Chisel, Sweeps as Required)

We have satisfied users near Lethbridge who can verify the quality of "Behlen" in Grain Dryers as proven to so many owners of "Behlen" curvet steel buildings.

SEE A BEHLEN STEEL BUILDING

On Display on Our Premises



10% DOWN

Up to 10 years to pay
5% Interest
Bank Loan
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STEEL GAUGES

Be sure you understand steel gauges—20 gauge is much heavier than 24 gauge. Let us show you the difference

THE VALUE OF THE YEAR!

We invite comparison — yes, even to wooden construction

No Steel Value **HURRY!**
To Equal **HURRY!**
SPECIAL! SPECIAL!

38' wide x 59' long—22 gauge building. One solid steel endwall — other end with 16 x 11' high double sliding door. This building is complete (package deal). Reg. \$3946. **\$2850**
SHE'S YOURS FOR ONLY

BUT ORDER EARLY—THEY ARE GOING FAST!
Also Available in Heavier 20 Gauge to Hold an Estimated 18,000 Bushels of Grain (Potential 4 Year Tax Writeoff for Grain Storage)

DON'T MISS THESE SPECIALS ON

BARREL UNITS

	REGULAR	SPECIAL
38' wide x 82' long (22 gauge)	\$3,544.00	\$3,012.00
40' wide x 61' long (20 gauge)	\$3,852.00	\$3,274.00
51' wide x 92' long (22 gauge)	\$5,355.00	\$3,995.00

*Please note — on our 51' bldg., that's only 85c per sq. ft.

Buy barrel units of steel
Build your own endwalls

Phone or Write Us Today

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3516 24th AVENUE S., LETHBRIDGE, ALBERTA
Provincial Distributors of "Behlen" Products

This Offer Applies in Alberta Only

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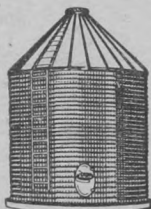
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BEHLEN CIRCULAR STEEL GRAIN TANKS



- Complete range of sizes: 950 - 47,590 bushels
- New "Eave-Seal" locks wall and roof into one solid unit
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WE FINANCE, We take your grain now or later in payment.
We use 13 to 22 gauge steel. See a 3,000 bushel size on display. Order Now.

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